APRIL 2, 1951

BUSINESS & FINANCE
DETROIT PUBLIC LIBRARY

# BROADCASTING TELECASTING

DETROIT PUBLIC LIBRARY
TECHNOLOGY DEPT
5201 WOODWARD AVE
DETROIT 2

APR 3 1951
DETROIT

IN THIS ISSUE:

Radio Schedules
Up Last Year
Page 23

NAB Defends Its
Code Report
Page 23

Broadcast Policy
Board Urged
Page 26

FCC Negotiates
To Buy ABC
Page 29

TELECASTING
Begins on Page 53

20TH year

The Newsweekly of Radio and Television.

$7.00 Annually
15 cents weekly


## Station WHO SUGGESTS

### A SIGNIFICANT NEW APPROACH TO TIME-BUYING

## The Five-Point System of Programming Evaluation

UNTIL fairly recently, most time-buyers assumed that everything else being equal, the "listener-preference" accorded any station could reasonably be judged by determining that station's "Entertainment Popularity."

Today *local programs* in five other categories usually determine station preference. *News* is the largest audience-builder most stations possess. *Sports* often rank second, with various local *Specific Farm Programs*, *Educational* and *Public Interest* features high on the list. Thus these Five Points of local programming today offer a highly important criterion of station evaluation. . . .

During the next few months, these WHO pages will describe and prove WHO's outstanding achievements in each of these five programming departments—which, in turn, help explain WHO's foremost position as a public facility and as an advertising medium. We suggest that you tear out and file these pages. They will offer significant contributions to your time-buying procedures.

WHO

+ for IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

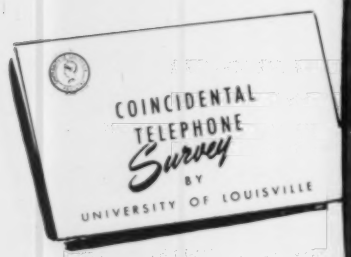
Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

LOOK

**THIS IS TELEVISION IN THE WHAS TRADITION**




**IN LOUISVILLE**

# 5 out of top 8

**LOCAL LIVE AFTERNOON TV SHOWS**

*(including Nos. 1, 2, 3)*

**ARE WHAS-TV PRODUCED**

**Look at the HIGH SETS-IN-USE**

**28.4%**

**afternoon average**

*Five out of the top eight* . . . as shown by the University of Louisville in the most intensive coincidental telephone survey ever conducted here. Over 13,400 calls were made in one week. Ask your Petry man about the high-rated local shows produced especially for participating sponsors.

***Basic CBS interconnected Affiliate***

**WHAS-TV**
*Louisville, Kentucky*

**Serving a market of more than 85,000 television homes**

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

# YANKEE gets your story over to the

# *Family Shopper*

## in 29 New England Markets

For reaching the family buyers — the ones who habitually do the weekly shopping for New England families — what can possibly be better than a popular Yankee home-town station with its established network audience?

In any sales drive you are bound to get action with a Yankee home-town station. Its acceptance with consumers and merchants is a steadily productive force for building regular customers and volume sales.

You can cover a lot of ground with Yankee's 29 home-town stations. Every station puts you right in the middle of a good market — where you can reach all the downtown and suburban shoppers in the area.

This means you can do hard-hitting local selling everywhere — not from a distance but right on the spot.

You can think of the six-state New England market as the Yankee market — and you'll be right!

*Acceptance is* THE YANKEE NETWORK'S *Foundation*

# THE YANKEE NETWORK, INC.

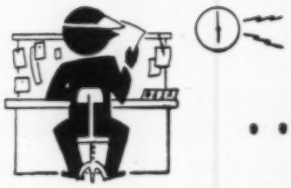
*Member of the Mutual Broadcasting System*

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879

# BROADCASTING TELECASTING ...at deadline



## Closed Circuit

THREE AFM-NETWORK contracts—radio, TV and TV film—reportedly ready for early signature, possibly over weekend. Contracts, embodying national and local terms substantially agreed to fortnight ago in New York [BROADCASTING • TELECASTING, March 19] were complete in language Friday.

IT ISN'T officially admitted, but Assn. of National Advertisers plans third study of TV penetration of radio in relation to rates. Emphasis to be shifted, perhaps to video impact on daytime radio listening.

ALSO PENDING is proposal to extend study of TV's impact into newspaper and magazine reading; apparently heeding complaints radio was discriminated against in first two TV analyses. ANA committee members, jittery over suggestion that radio study might have anti-trust angles, constantly explaining they're talking purely as individuals.

CRIME INVESTIGATOR . Kefauver, it's learned, is receiving fabulous offers to appear on radio and TV. One, rejected last week, was for $2,000 per week for two-minute stint, 13 weeks on top TV show (that's $1,000 per minute). What rankles with him, it's understood, is syndication by one company of newsreel clips of crime hearing to TV stations for local sponsorship. It's expected he will make lecture tour.

NEWS NOTE: Telecasting of Kefauver Crime Committee proceedings constituted greatest educational series in TV's brief, but kaleidoscopic history. (Editor's Note: They were carried by commercial TV stations, mainly sustaining, with commercial shows cancelled and astronomical line charges absorbed.)

MEMBERS of Special Test Survey Committee to confer with NARTB (NAB) Board group on plans to induce association to kick off study of research techniques. Aim is to get project before mid-April NARTB convention in Chicago.

THERE ARE AT least two members of Congress who could be classified as "Mr. Available Jones" for NAB presidency-general managership. Harris Ellsworth, Republican of Roseburg, Ore., who holds proprietary interest in *News Review* and Station KRNR, has been mentioned. Another believed to be Lowell Stockman, Republican of Pendleton, Ore., who was candidate for RTMA presidency.

STATE DEPARTMENT HAS been canvassing number of prominent broadcast executives about special European assignment in connection with internal broadcast operations in Balkan countries. No direct connection, however, with Voice of America.

RICHARD P. DOHERTY, employe-employer relations director of NARTB, may be tapped for new defense labor board post, as an industry member. Status would not preclude his continued activity at trade association.

NAB'S fiscal position said to be looking up

*(Continued on page 94)*

## Upcoming

**April 3: McFarland Bill (S-658) Hearings begin, 1334 New House Office Bldg., Washington.**
**April 6-8: American Women in Radio and Television Convention, Hotel Astor, New York.**
**April 15-19: NARTB 29th Annual Convention, Hotel Stevens, Chicago.**
**(Complete list of Upcomings on page 68)**

## Bulletins

J. WALTER THOMPSON, New York, for an unrevealed client, looking for availabilities on nationwide spot TV program with masculine appeal.

GEORGE STORER IV, first grandchild of George Storer, president Fort Industry Co. Stations, was born to Mr. and Mrs. George Storer Jr. Friday in Atlanta. Mrs. Storer was the former Joan Stanton.

### FINAL ARGUMENTS HEARD IN BALTIMORE CASE

FINAL arguments on application of Public Service Radio Corp., in which Drew Pearson and Robert S. Allen, columnists, are principal stockholders, for facilities of WBAL Baltimore, heard last Friday by FCC sitting en banc. Only Comr. Robert F. Jones, who had disqualified himself because of Pearson's unsuccessful campaign against his confirmation for FCC nearly four years ago, did not sit.

Marcus Cohn, counsel for Pearson-Allen, argued that because of "overabundance of commercial programs," Hearst Radio Inc. should not receive renewal of license to operate 50,000-w WBAL. He attacked Commission majority report (4-2 vote) favoring Hearst renewal, asserting that if this happened it would be futile for new parties to seek facilities of existing stations on grounds that it can do better job in public interest. Comrs. Walker, Hyde, and Hennock voted for WBAL renewal. Chairman Coy and Comr. Webster dissented [BROADCASTING • TELECASTING, Dec. 21, 1950].

Calling attention to upcoming conference on responsibilities of TV licensees, seen in some quarters as video sequel to "Blue Book" proceedings which brought Pearson-Allen quest for WBAL facilities, Mr. Cohn said that if FCC renewed Hearst authorization, FCC "cannot be persuasive at the television conference." He argued that competing applications thereby would be discouraged.

William J. Dempsey, counsel for WBAL, argued that FCC was duty-bound under law, to deny Public Service application on several legal grounds. He contended adversary was neither legally, technically nor financially qualified, and that FCC regulations had not been complied with. He said financial arrangements were wholly inadequate, and that "sloppy" engineering presentation was made, which picked up old data filed by WBAL, even including errors in arithmetical computations.

In rebuttal, Mr. Cohn contended Public Service application was proper on all counts, and that full disclosures had been made to FCC.

FCC expected to render final decision in few weeks.

## Business Briefly

AGENCY NAMED ● Lake Central Air Lines, of Indianapolis, Chicago, Grand Rapids, Louisville and Cincinnati, appointed A. L. Perkins & Co., Indianapolis, as advertising agency. Radio will be used.

UNITED CAMPAIGN ● United Airlines through N. W. Ayer & Son, New York, planning radio spot campaign starting April 16 in Seattle and Vancouver to promote the short-haul trip between the cities.

MAGAZINE TV SPOTS ● Family Circle magazine, women's magazine distributed through chain food stores, preparing series of TV film one-minute announcements to be used monthly announcing new issues in about ten markets.

FILM SERIES ● Harry T. Campbell Corp., Baltimore, (Sakrete, dry ready-mixed concrete), sponsoring *The Family Handyman*, 15-minute TV film series, in 20 markets beginning April 9. Agency, Hoffman Adv., Baltimore.

### GROSS TIME CHARGES

RADIO and TV networks' gross time charges for February released today (Monday) as compiled by Publishers Information Bureau, with cumulative figures for first two months and comparisons with same 1950 periods. TV figures do not include those for DuMont Television Network. PIB figures:

**GROSS TIME CHARGES**

| Network Radio | Feb. '51 | Feb. '50 | Cumulative, '51 | Cumulative, '50 |
|---|---|---|---|---|
| ABC | $2,682,218 | $3,167,607 | $5,734,166 | $6,705,370 |
| CBS | 6,116,911 | 5,609,636 | 12,972,841 | 11,741,703 |
| MBS | 1,426,705 | 1,401,403 | 2,969,592 | 3,080,291 |
| NBC | 4,731,626 | 5,204,674 | 9,947,573 | 10,938,567 |
| Total | $14,957,460 | $15,383,320 | $31,624,172 | $32,465,931 |
| **Network TV** | | | | |
| ABC | $1,254,851 | $202,911 | $2,583,570 | $436,860 |
| CBS | 2,600,339 | 570,708 | 5,201,504 | 1,211,530 |
| NBC | 3,949,360 | 978,243 | 8,136,582 | 2,020,396 |
| Total | $7,804,550 | $1,751,862 | $15,921,656 | $3,668,786 |

### TEST RADIO NEWS STATUS

TEST case as to whether legislative body can legally eject radio newsman from floor debate will be brought by WTAX Springfield, which locked horns with Illinois Senate last week. Newsman Bill Miller and engineer were thrown out of an anti-Communist hearing after authorization of senators in voice vote. Glen L. Farrington, WTAX news editor, who assigned Mr. Miller to cover the debate on tape for a local news roundup, said: "We see no reason why a radio reporter's microphone would constitute a violation of senate privilege any more than a newspaper reporter with his pencil and pad."

### CONTRACT TO WESTINGHOUSE

FOUR defense contracts worth $12 million for production of radio test, transmitting and other electronic equipment awarded to Westinghouse Television & Radio Division. Westinghouse said contracts would not affect TV set production unless further restrictions on critical metals were authorized by National Production Authority.

# More than 110,000 TV Sets In the KRLD-TV Effective COVERAGE AREA

Famous FAMILY OF 4

**KRLD**
50,000 Watts

**KRLD-FM**

**KRLD-TV**
Channel 4

Owned and
Operated by the
DALLAS TIMES HERALD
. . . Dallas' Greatest
Newspaper

EXCLUSIVE COLUMBIA TELE-CASTING OUTLET FOR THE LARGEST TV MARKET IN THE . . . Southwest

**DALLAS—FORT WORTH**

MORE than a MILLION URBAN population in KRLD-TV's Primary Coverage zone, and more than TWO MILLION within the 100-mile radius.

58 CBS NETWORK PROGRAMS, PLUS 5 FULL AFTERNOONS OF WEEK-DAY PROGRAMING, INSURE A PEAK VIEWER AUDIENCE FOR KRLD-TV . . .

*Sell More on Channel 4*

That Is Why **KRLD-TV** Is Your Best Buy

The Times Herald Station
Channel 4

THE BRANHAM COMPANY
Exclusive Representative

JOHN RUNYON, President

CLYDE W. REMBERT, Gen. Manager

*How Independent*

*Can a Listener Get?*

It's an old bromide that spot radio advertisers are in the business of buying circulation. The most for the least.

It's also an old bromide that daytime radio listeners are awful independent gals They listen to what *they* like, big names and fancy productions to the contrary notwithstanding.

Here in Milwaukee, for example, they listen to the independent stations, like us. In fact, Hooper reports that almost 40% of homes listening to *any* Milwaukee station on weekday afternoons are tuned to Milwaukee's good independents.

You can reach so many more people at so much less cost this way that . . .

. . . what are you waiting for?

Jerry Sieb

**WMIL..... means MILWAUKEE**

REPRESENTED BY FORJOE



# BROADCASTING TELECASTING

**THE NEWSWEEKLY OF RADIO AND TELEVISION**

*Published Weekly by Broadcasting Publications, Inc.*

**Executive, Editorial, Advertising and Circulation Offices:**
**870 National Press Bldg.**
**Washington 4, D. C.** **Telephone ME 1022**


## IN THIS BROADCASTING . . .


| | |
|---|---|
| Summer Schedule Tops Last Year | 23 |
| ANA Defends Its Rate Report | 23 |
| FCC Sets Policy on Applicant Eligibility | 25 |
| P&G Tops Jan. Billings | 25 |
| Immediate Policy Board Urged | 26 |
| Johnson Moves to Hold FCC Bill | 26 |
| Broadcasters' War Role Outlined | 27 |
| NARTB Polishes Convention Agenda | 28 |
| Abrahams Lauds Retail Radio Success | 28 |
| FCC Would Ban Gambling Data Transmission | 29 |
| IT&T Negotiates to Buy ABC | 29 |
| Hanna Cites Daytime TV Success | 30 |
| NARTB Surveys Sets-in-Use | 50 |

TELECASTING Starts on Page 53

DEPARTMENTS

| | | | |
|---|---|---|---|
| Agency Beat | 10 | On All Accounts | 10 |
| Aircasters | 82 | Open Mike | 18 |
| Allied Arts | 76 | Our Respects | 48 |
| Editorial | 48 | Programs, Promotions, Premiums | 81 |
| FCC Actions | 84 | Radiorama | 90 |
| FCC Roundup | 91 | Strictly Business | 12 |
| Feature of Week | 12 | Upcoming | 68 |
| Front Office | 52 | | |
| New Business | 14 | | |



**WASHINGTON HEADQUARTERS**

**SOL TAISHOFF**, *Editor and Publisher*

**EDITORIAL:** ART KING, *Managing Editor;* Edwin H. James, *Senior Editor;* J. Frank Beatty, Fred Fitzgerald, *Associate Editors;* Jo Hailey, *Makeup Editor;* Tyler Nourse, *Copy Editor;* Dave Berlyn, *Assignment Editor.* STAFF: Lawrence Christopher, John H. Kearney, Wilson D. McCarthy, John Osbon, Allen Riley. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Fisher, Pat Kowalczyk, Doris Lord, Jean D. Statz, Keith Trantow; Gladys L. Hall, *Secretary to the Publisher.*

**BUSINESS:** MAURY LONG, *Business Manager;* Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Doris Orme, Judy Martin; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston, *Assistant Auditor.*

**CIRCULATION AND READERS' SERVICE:** JOHN P. COSGROVE, *Manager;* Roger K. Baer, Doris J. Buschling, Jonah Gitlitz, Grace Motta, Warren Sheets.

**NEW YORK BUREAU** 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Rufus Crater, *New York Editor;* Florence Small, *Agency Editor;* Pete Dickerson, *Assistant to New York Editor;* Gretchen Groff, Liz Thackston.

**Bruce Robertson**, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Kenneth Cowan, *Advertising Representative;* Eleanor R. Manning.

**CHICAGO BUREAU** 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

**HOLLYWOOD BUREAU** Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

**TORONTO:** 417 Harbour Commission, EMpire 4-0775; James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office



*Copyright 1951 by Broadcasting Publications, Inc.*



**Subscription Price: $7.00 Per Year, 25c Per Copy**

"Go get him, Pa...
Baby needs a new pair of shoes"

A side light on the American meat industry

Pa Neanderthal never heard of animal agriculture. But he would have been all for it. What with a lot of little Neanderthals to feed and clothe, Pa was always on the lookout for nice fresh meat and good tough skins.

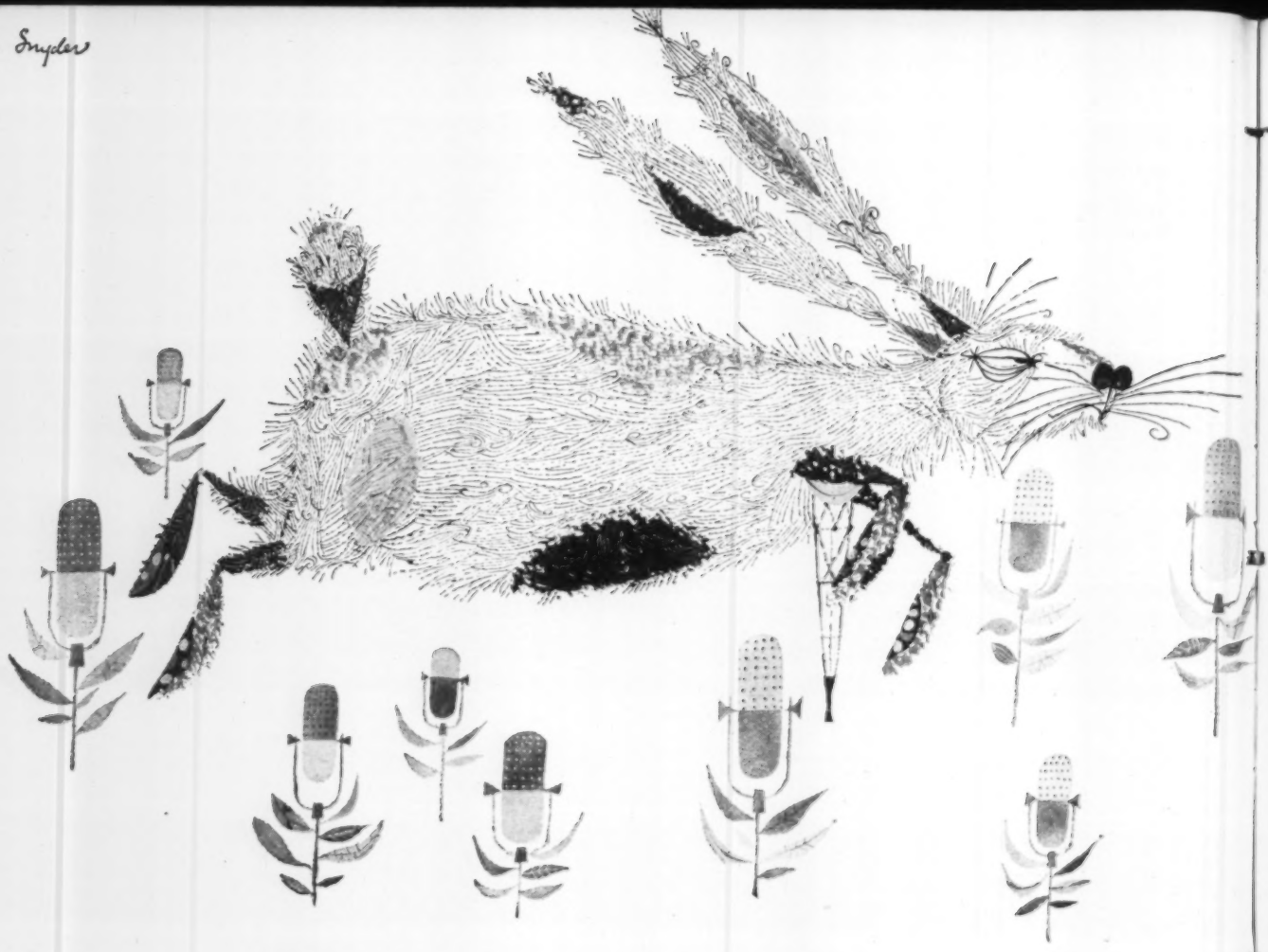
Life is a little more complicated now. But meat animals and their hides are just as important to civilized man as they were to his primitive ancestors. Today he uses leather to run machinery, to ride on, to sit on, to walk on—even to keep his pants up.

So it's a good thing for all of us that ours is a country of meat eaters. In growing and processing around a hundred and fifty pounds of meat for every citizen each year, we also produce more hides for leather than any other country in the world.

In monetary value, hides for leather are one of the most important by-products of the meat packing industry. Along with other by-products, such as raw materials for pharmaceuticals, they usually enable the meat packer to sell the meat from a steer for less than he pays the farmer for the animal on the hoof.

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U. S.

Jérome Snyder



# The lead has never

Advertisers are investing much more in CBS than in any other network —15% more today than on the second-place network—more, in fact, than has ever been invested on any network in all radio history.

They do this because on CBS they get more of what they want . . . which is to have as many people as possible hear what they have to say. On CBS, they go on getting bigger audiences than on any other network.

# erbeen greater...

No need to labor the point further: CBS has won and kept its lead by a continuing effort to increase service to audiences and advertisers ...by ceaselessly applying its unmatched program skills toward making better, more successful radio.

The network to put your money on is the one that stays in there trying—even when it's 'way out front.

COLUMBIA BROADCASTING SYSTEM

## To a Lady Time Buyer with dinner on her mind

For a starter, try Concord grape juice, pressed and bottled in quantity in Iowa. Or Jonathan apple juice, a tasty Iowa product.

The main dish may be a meaty young corn-fed turkey, one of the 3 million Iowa will provide this year. Or a choice roast chicken; Iowa raises more than an other state.

If you hanker after beef—roast, stewed, or charcoal broiled—chances are it will be from Iowa, top state in the cattle-growing, meat-packing fields. Flank the platter with fluffy Iowa-grown potatoes, mashed with rich Iowa butter. Iowa produces 20% of U. S. cream and butter. Or glaze Iowa sweet potatoes with honey, from Iowa's—and the world's—largest honey-processing plant. Serve tender Iowa-grown asparagus, golden Iowa corn, peas or limas—fresh-frozen or canned, from one of Iowa's 45 canneries or 12 frozen food plants.

In the salad bowl put slices of Iowa carrots, shredded Iowa cabbage, dressing made with evaporated milk (6 Iowa plants) and vinegar (3 Iowa plants). Or take your pick of a dozen Iowa salad dressings. Add muffins of Iowa corn, or rolls of Iowa wholewheat. Dessert can be fresh-frozen Iowa strawberries, or ice cream packed in dry ice (a by-product of grain alcohol made from Iowa corn).

This menu, courtesy of the Iowa Development Commission, is brought to you by a certain radio station which also serves people—well over a million throughout 19,100 square miles of prosperous mid-America. It's a market worth reaching—and in Eastern Iowa WMT *reaches*, as any area Hooper will plainly show.

The Katz Agency will be happy to cook up additional data.

**WMT**
**CEDAR RAPIDS**

5000 WATTS,
600 KC
DAY AND NIGHT

**BASIC COLUMBIA NETWORK**

# agency

**MATTHEW J. CASEY**, vice president Fletcher D. Richards Inc., N. Y. elected to board of directors of firm. He is also account executive for U. S. Tire division of U. S. Rubber.

**DAN LAYMAN**, account executive, Young & Rubicam Inc., Hollywood, to Foote, Cone & Belding, L. A., as account executive.

**DOROTHY MALLINSON WINN**, BBDO, N. Y., to radio and TV copy department Compton Adv., N. Y., as supervisor.

**ARTHUR D. DUNCAN**, advertising manager Capitol Records Inc., L. A., to Mayers Co. Inc., L. A., as creative director.

**DON ELLIS**, copy chief Conti Adv., Ridgewood, N. J., to O. S. Tyson Inc., N. Y., as account executive.

**CHARLES J. HAWKINS**, manager L. A. office Barnes Chase Co., to Lee Ringer Adv., L. A., as account executive.

# on all accounts

MARY POLOSON finds many distinctions in her job as timebuyer at Henri, Hurst & McDonald, Chicago, not the least of which are pots of Chuckles spice drops on the desks and a blue-white, hand-painted, polka dot stairwell.

Mrs. Poloson heads the time-buying group in the radio-television department, which has already expanded quarters assigned to it a year ago after the departure from the building of Dancer - Fitzgerald-Sample. Personnel in the department has almost tripled in that time, as a result of more and more agency clients using the broadcast media.

The tailored-suited and petite timebuyer (she's five feet tall, and husband, Nicholas, is six feet, two and one-half inches) buys for three divisions of International Shoe Co.—Friedman - Shelby, which sponsors half-hour films in video markets and a live TV show in Dayton, Cincinnati and Columbus; Roberts, Johnson & Rand, which buys a quarter-hour of *Howdy Doody* on NBC-TV, and Peters Shoe, which has a half-hour of ABC-TV's *Super Circus* on alternate weeks.

In addition, Mrs. Poloson buys films on TV for the Fred W. Amend Co., which makes Chuckles and the aforementioned spice drops; spot radio shows and AM-TV announcements for Milnot, and radio and TV spot for Ivalon sponge. Ballard & Ballard (biscuits) uses radio and television spots, and Skelly Oil Co. sponsors *Alex Dreier's Commentary* on NBC and buys AM spots.

Mrs. Poloson joined Henri, Hurst & McDonald as assistant timebuyer in 1949, and was named head of the department a year later. She went there after Mitchell-Faust agency, where she had worked four years, merged with Schwimmer & Scott. At Mitchell - Faust she worked on these broadcast accounts: Oscar Mayer (meats), Peter Hand Brewery (Meister Brau beer), Feature Foods, Junket Brand Foods and Moorman Mfg. Co. (feed supplies). Most of her TV experience, however, was garnered on her present job.

MARY

Mrs. Poloson, who has lived in East Chicago, Ind., all her life, went into advertising after several years of secretarial work at the City Service Oil Co. refinery in her home town. She was educated there also, and elected to study mathematics and psychology, as well as business courses, at the U.

*(Continued on page 83)*

# beat

**EDWARD F. THOMAS,** vice president and public relations director, Geyer, Newell & Ganger, N. Y., appointed consultant to Army by Dept. of Defense. He is serving in Washington on three-month leave of absence.

**JAMES H. SUSONG Adv. Agency,** bearing name of owner, has been formed in Dallas. Mr. Susong was with Couchman Adv., Dallas, and previously with Dr. Pepper Co. Address of Susong Agency is 158 Commercial Bldg.

**LINCOLN RODEN** to Gray & Rogers, Phila. Until recently he operated his own agency, Lincoln Roden Inc.

**LOUIS R. FENDRICK,** associate editor *Cooperative Digest,* a Roy Parks publication, to copy staff Robert Eastman Inc., Ithaca, N. Y.

**KAY BROWN** to Young & Rubicam, Chicago, as timebuyer.

**LARRY NIXON** appointed head of publicity-public relations department Hewitt, Ogilvy, Benson & Mather Inc., N. Y. He has been operating his own service as management counsel in public relations for several years.

**JIM PATTERSON,** radio and TV production department J. Walter Thompson Co., L. A., recalled to active service in Air Force.

**SAMUEL CHERR,** vice president and merchandising director Young & Rubicam, N. Y., named to board of governors Israel bond issue.

**LES MITCHEL,** director *Skippy Hollywood Theatre,* to Guild, Bascom & Bonfigli Adv., Hollywood, as agency radio-TV representative.

**NEIL AMES,** advertising department Hunt Foods, Fullerton, Calif., and **MILTON FIGEN,** advertising manager American Wine Co., Beverly Hills, to Ted H. Ball & Co., L. A. Mr. Ames joins promotion and publicity department; Mr. Figen is account executive.

**RADIO has been recognized as a legal advertising means by a law just passed by the Washington state legislature. The measure became law largely through efforts of the Washington State Assn. of Broadcasters. It authorizes officials, state and local, to supplement legal notices with radio spot announcements. The spots must contain only the time, place and nature of the notice, obviating the necessity for reading the entire legal notice. Gov. Arthur B. Langlie signs into law the bill. Witnessing the signing are (l to r) Carl Downing, manager, WAB radio news bureau; Charles Bryant, the governor's radio assistant, and Tom Olsen, KGY Olympia, chairman of the association's legislative committee and owner-manager of KGY, originating station for the legislative network.**


ON THE WASHINGTON SCREEN

$ure-fire* shows for $ure-fire sales....!

EVERY WEEKDAY AFTERNOON

"Hollywood Matinee"

2-3 PM

* WATCHED BY MORE PEOPLE THAN WATCH THE OTHER 3 STATIONS COMBINED!
—ARB TV Survey, Jan. 14-21, 1951

Hollywood Matinee brings to the television screen the top stars in top shows — full length feature films that offer suspense, thrilling love stories, delightful comedy, and tune-ful musicals. Popular Baxter Ward introduces the one minute commercials between "acts."

BAXTER WARD

RUTH CRANE

"The Modern Woman"

3-3:30 PM

* ". . . EVERY TYPE OF LISTENER SHOULD FIND A TOPIC OF INTEREST."
—Variety Magazine, Jan. 24, 1951

The Modern Woman on Television brings housewives **more** homemaking helps; **more** party and etiquette advice; **more** fashion news; **more** decorating ideas; **more** food demonstrations; **more** beauty and self-improvement suggestions; **more** of the exciting personalities in the news; AND **more** imagination and **more** action! Jackson Weaver helps Ruth Crane make it all **more** entertaining—the one minute participations can help any advertiser to sell MORE!

Call or Wire ABC Spot Sales

WMAL **WMAL-TV** WMAL-FM

THE EVENING STAR STATIONS

WASHINGTON, D. C.

**OVER 1,000,000 PER DAY**

WRC audience surveys mean something more than passive listeners. Daily and Sunday "circulation" is also measured in terms of results over the counter for advertisers.

Morning, noon and night, Washington area people tune to the continuing editions of WRC-NBC. Combined total listening goes well over nine digits . . . a tremendous audience for your commercial message.

The entire WRC schedule represents a range of programming to fit any sales requirement.

## feature of the week

**PRINCIPALS in the Maryland Club coffee event were (l to r) Ralph Nimmons, manager of WFAA-TV; Phil McHugh, (seated) radio-TV director, Tracy-Locke Co.; Dorothy Malone, movie star; H. M. Duncan, president, Duncan Coffee Co.; L. J. Bland, secretary-treasurer, Duncan Coffee; "Miss Maryland Club" (Juanita Ransome); C. W. Duncan, vice president, Duncan Coffee; Mr. Stephenson, and Bill Roberts, commercial manager, KRLD-AM-TV.**

* * *

WITH a city-wide Dallas network of five radio and two television stations, Maryland Club Coffee March 24 broke what is to be a year-long campaign tying in "the orchid of coffees" with fashion.

Starting with Dallas, Maryland Club (Duncan Coffee Co., Houston) plans to move into a series of Southwest markets with localized campaigns. Next market probably will be opened up sometime in April.

KRLD-TV WFAA-TV and WFAA KRLD KIXL WRR and KLIF carried an hour-long simulcast, *Maryland Club Fashion Show*, from the Hotel Baker's Crystal Ballroom the Saturday morning before Easter.

Simultaneously, throughout Dal-

*(Continued on page 90)*

## strictly business

**Mr. BURK**

NOAH WEBSTER, who ought to know, defines the word "ambition" as an "unlifting desire to achieve or attain."

G. Norman Burk, of G. Norman Burk Inc., Pittsburgh, is a man with not one but two ambitions, although one is closely allied with the other.

He is a happy man and (1) wants to remain happy, and (2) he wants to continue to make a living "in the hectic business" of advertising.

If, in truth, happiness is a by-product of success in a chosen field, Mr. Burk bids fair to realize his "uplifting desire to achieve or attain." Be assured, he applies the adjective, "hectic," affectionately to the business of advertising.

Mr. Burk is a stone which has rolled quite a bit, and while not gathering any moss, he certainly gathered a bundle of know-how when it comes to successfully putting over his accounts' products.

He was born Jan. 6, 1906, in Oakland, Calif., and attended grammar school in Los Angeles. When he was 13, the family moved to

*(Continued on page 77)*

**Sir Rob't. Bacon**

**Wyoming Valley's**

**"GRAND KNIGHT OF THE TURNTABLE"**

Hit tunes — Top bands — New stars are all brought to Pennsylvania's 4th largest marketing area 1st by our own Bob Bacon.

**More people listen to Bob's "Bacon for Breakfast" show on WBRE than any other disc show in town.**

There's no "Ham" in this Bacon. He makes sweet music for listeners and **Money for Advertisers.**

*Write or call us for availabilities on Wyoming Valley's top disc show . . . "Bacon for Breakfast."*

PHONE WILKES-BARRE 3-3101

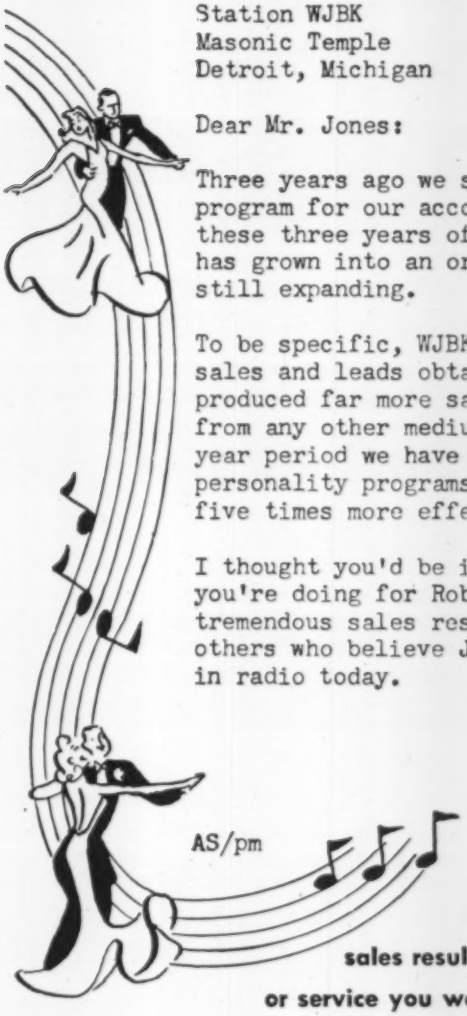
WBRE

WILKES-BARRE PENNSYLVANIA

AM-FM NBC AFFILIATE

# MR. SPONSOR:

## THERE'S NO SWEETER MUSIC than SALES RESULTS Like These . . .



Mr. Richard E. Jones
Station WJBK
Masonic Temple
Detroit, Michigan

March 9, 1951

Dear Mr. Jones:

Three years ago we started advertising on WJBK's Jack the Bellboy program for our account, Robert Morgan Studio of Dancing. During these three years of continual advertising on WJBK, the Morgan Studio has grown into an organization of more than 70 staff people, and it's still expanding.

To be specific, WJBK deserves the lion's share of credit for the sales and leads obtained for Robert Morgan. WJBK has consistently produced far more sales and leads per dollar spent than we have gained from any other medium. For instance, at various times over this three year period we have tried most of the other Detroit stations and personality programs. By comparison WJBK and the Bellboy have been five times more effective.

I thought you'd be interested to know what a wonderful selling job you're doing for Robert Morgan. Many thanks for producing such tremendous sales results . . . and may I add my vote to the countless others who believe Jack the Bellboy is one of the greatest salesmen in radio today.

Kindest personal regards,

Arthur Schurgin

Arthur Schurgin

AS/pm

**Letters like this, by the score, attest to the consistently high sales results WJBK achieves for its sponsors. No matter what product or service you want to sell in the booming Detroit market, your best advertising buy, by far, is WJBK. Your KATZ representative is the man to see.**

A FORT INDUSTRY STATION

# WJBK -AM -FM -TV DETROIT

**The Station with a Million Friends**

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455

**Represented Nationally by THE KATZ AGENCY, INC.**

# SPONSORS GET "PROMOTION *PLUS*"* ON WDSU

**OUTDOOR SPECTACULAR**

New Orleans own HIT PARADE
Top Twenty at 1280
Two solid hours of your favorite tunes plus latest news
4 to 6 P.M.
EVERYDAY - MONDAY THRU FRIDAY
WDSU
DIAL 1280

* Eye-Catching Sign Dominates Business District!

- Every day in New Orleans, thousands of alert shoppers view this giant, illuminated spectacular overlooking world-famed Canal Street. One more example of the continuing "promotion plus" packages offered advertisers by WDSU

NO OTHER NEW ORLEANS STATION OFFERS THIS PROMOTION "PLUS"

- Write, Wire or Phone your JOHN BLAIR Man!

AM TV FM
WDSU
NEW ORLEANS


# new business

## *Spot & Agency Appointments . . .*

**GRID-L-REDI Distributing Co.** and **REDDI-WIP Mfg. Co. Inc.**, bot L. A.; **NORTHERN REDDI-WIP**, Berkeley, Calif.; **ARIZON REDDI-WIP**, Phoenix, appoint Mogge-Privett Inc., L. A., to handl advertising. Grid-L-Redi currently running approximately 10 radio spot weekly each on KVOE Santa Ana, Calif., and KXLA Pasadena; and 2 TV spots weekly on KECA-TV Los Angeles. Reddi-Wip Mfg Co., cu rently airing approximately 41 spots and participations weekly, plan further radio expansion in addition to television.

**AIR KING PRODUCTS Co.**, Brooklyn (TV, radio receivers), will spen $1 million in advertising this year, **D. H. COGAN**, president, announce last week. Advertising in key cities will be concentrated in local radio TV shows, newspaper and billboard advertising.

**BU-TAY PRODUCTS Ltd.**, L. A. (Rain Drops water conditioner), name Brisacher, Wheeler & Staff, L. A., to handle special eight week premiu promotion campaign in San Diego. Television will be used. Glasser-Gailey Inc., L. A., continues to handle portion of firm's advertising. (Compan has no exclusive agency representative.)

**ORANGE CRUSH Co.**, Chicago, has begun cooperative TV spot cam paign for 13 weeks on WGN-TV and WBKB Chicago, and plans futur video expansion nationally with announcements paid for by compan and its local bottlers. Agency will be named shortly.

**GOFF ASSOC.**, Wilmington, Del., appointed by Delaware State Devel opment Dept. to plan test promotion campaign, including TV, for Stat of Delaware. **ALAN GOFF** is account executive.

**NEIGHBORHOOD CLEANERS & Dyers Institute**, L. A., appoints Tay lor Host Inc., L. A., to handle advertising. Series of 13 quarter-hou TV films aimed at teaching garment preservation and related informa tion now being readied for May or June placement on TV stations in L. A. and other selected areas.

**STATE MUTUAL BUILDING & LOAN Assn.**, L. A., names Robert J. Black Adv., L. A., to handle advertising. Firm, currently using spots o KFAC Los Angeles, may add more radio and possibly television. **WAR NER HOT SPRINGS GUEST RANCH** also names agency to handl advertising. Radio and TV may be used.

**UNITED FROZEN FOODS Corp.**, L. A. (Simple Simon Pies), name Davis & Co., L. A., to handle advertising. Weekly participations bein used on KTLA (TV) Los Angeles and KPIX (TV) San Francisco. Othe stations in those cities may be added later.

**FREEMAN CERTI-FRESH FOODS**, L. A. (packaged fresh frozen fish) appoints Dan B. Miner Co., same city, to handle advertising. Medi undetermined.

**C. SCHRACK Co.**, Phila. (paint), appoints Lohmeyer-Aldeman Inc. same city, to handle advertising.

**GENERAL ELECTRIC Supply Corp.**, L. A. (G.E. television sets), plan ning new radio spot campaign to start in next few weeks in Los Angeles San Diego and Phoenix. Agency: Ross, Gardner & White Adv., L. A.

**CONTINENTAL PACKING Corp.**, Ponce, P. R. (Tango brand fruit nectars), appoints Publicidad Badillo Inc., San Juan, to handle adver tising in Puerto Rico.

**IMPERIAL TOBACCO Co.**, Montreal (Ogden's cigarette tobacco), Apri 1 started for 13 weeks *Smiley Burnette*, quarter-hour transcribed show thrice weekly on 34 Canadian stations. Agency: Cockfield, Brown & Co. Montreal.

## *Network . . .*

**AMERICAN TOBACCO Co.** (Lucky Strike cigarettes), New York, re news *Robert Montgomery Presents*, alternate Mon., 9:30-10:30 p.m., on

*(Continued on page 89)*

# KPRC

## . . . FIRST IN HOUSTON

## FIRST in . . .

★ MORNINGS

★ AFTERNOONS

★ EVENINGS

★ TOTAL RATED TIME PERIODS

*FIRST in Television, Too!*
Operating KPRC-TV Houston's only TV service.

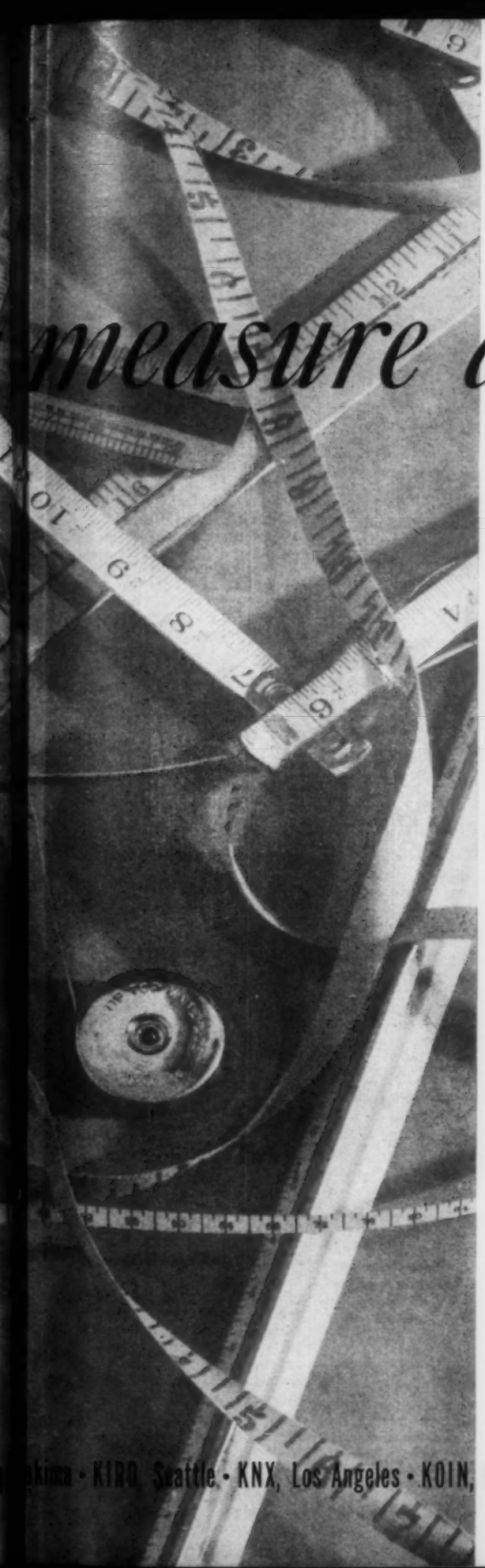
KPRC
HOUSTON

950 KILOCYCLES • 5000 WATTS
NBC and TQN on the Gulf Coast
JACK HARRIS, General Manager
Represented Nationally by
EDWARD PETRY & CO

A-1-51

* Hooper
January-February
Radio Index

How do you
KCBQ, San Diego · KCBS, San Francisco · KCMJ, Palm Springs · KERN, Bakersfield · KFRE, Fresno
KGDM, Stockton



# measure a network?

Do you measure by the number of stations? By their locations? By kilowatts? Or... by the size of the audience a network *delivers?*

Sales-minded businessmen and their advertising agencies know the most important yardstick is *audience.*

And Columbia Pacific *delivers* for its advertisers a greater share of audience than any other Coast network: 43% greater than network B... 219% greater than network C ...76% greater than network D.*

Choose the most practical measurement of all... audience... and you'll use the 14 stations delivering the most on the Coast....

*Pacific Nielsen ratings, Dec., 1950: Regional sponsored programs.

**Columbia Pacific**

Represented by RADIO SALES

...kima • KIRO, Seattle • KNX, Los Angeles • KOIN, Portland • KOLO, Reno • KROY, Sacramento • KXLY, Spokane • KXOC, Chico

DETROIT PUBLIC LIBRARY

## His Sponsors Alone Make a Sizable Audience

Fulton Lewis, Jr. is sponsored locally on more than 340 Mutual stations by 572 advertisers. The roster of businesses represented is too long to detail here, but this brief summary shows their scope:

**93 automotive agencies**
**19 auto supply and repair companies**
**6 bakers**
**51 banks and savings institutions**
**26 brewers and bottlers**
**58 building materials firms**
**29 coal, ice and oil companies**
**14 dairies**
**30 department stores**
**23 drug stores**
**16 food companies**
**43 furniture or appliance stores**
**17 hardware stores**
**14 jewelers**
**14 laundries**
**25 real estate and insurance agencies**
**94 miscellaneous**

His program is the original news co-op. It offers local advertisers network prestige, a ready-made and faithful audience, a nationally known commentator—all at local time cost with pro-rated talent cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Cooperative Program Department. **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).

# open mike

## Radio 'Neglected'

EDITOR:

With all of the hullabaloo about the television coverage of the Kefauver hearings, I think radio was neglected. As a case in point, WIP carried all the hearings direct from New York and from Washington, and had them sponsored locally.

The New York hearings were co-sponsored by RCA-Victor and the John B. Stetson Co., and the Washington hearings are being sponsored by the Philco Corp. . . . not only live hearings from the courtrooms, but also repeat transcribed broadcasts at night. . . . Furthermore, we piped the radio show to Atlantic City and Allentown.

I think recognition should be made of the part radio played. We're very proud of our coverage and obviously RCA, Stetson, and Philco recognized their value. Their sponsorship bears witness to this fact.

*Benedict Gimbel Jr., Pres.*
*WIP Philadelphia*

**[EDITOR'S NOTE: To WIP and all other radio stations that remembered the limitations of TV, a low bow. Radio has done this kind of job so often that it has come to be accepted as routine. For TV, it is still a novelty.]**

* * *

## 'The Reference Must'

EDITOR:

Received our copy of the annual YEARBOOK last week and took it home over the weekend to do it justice. As usual, you and your staff have compiled the reference "must" for anyone and everyone who has anything to do with radio and television. Before the next edition comes out, you can be sure our copy will be dog-earred from frequent use.

*Ralph Tuchman*
*Radio and TV Director*
*Walter McCreery Inc. Adv.*
*Beverly Hills, Calif.*

* * *

## 'Lonesome Gal'

EDITOR:

As a long time listener to *Lonesome Gal* and an admirer of a program, original in concept and distinguished by a selective choice of records, I feel that you misinterpreted the approach and appeal of her program in an article in a recent issue [March 5 IN REVIEW] of your magazine.

"Lonesome Gal" is distinguished by a beautiful speaking voice—the connotation you chose to place upon its effects dominates only if the listener's mind and emotions are closed to the stimuli of friendliness, charity, humor, wisdom in human relations, and love in the broad sense of the promotion of others' welfare.

May I hope to read fairer criticisms in your magazine in the future?

*Mary Swan*
*Los Angeles*

**[EDITOR'S NOTE: No, nor in any other magazine.]**

* * *

## Hard On The Eyes

EDITOR:

. . . Let me preface it with the expression that I very much like the recent "streamlining" of BROADCASTING • TELECASTING throughout. But, there is one page that certainly took a beating in the revamping. It's "our" page dealing with "promotion" activities. If you'll turn to the latest issue, March 19, (page 79) I'm sure you'll see what I mean! There must be something you can do besides put in all those giant-size dots and the line of stars above the cut! After reading the page, I always have to close my eyes for 15 minutes to give them a rest. One day when I went through three issues in a row I had to grope my way to the nearest optician! . . . .

*Dallas Wyant, Prom. Mgr.*
*WOAI San Antonio, Tex.*

* * *

## 'Such Varied Interest'

EDITOR:

. . . Several times recently I have taken home your magazine thinking that I would read it in one evening. Invariably, I have found out that it is more than a one evening job. I am amazed at the number of items of such varied interest that you pack into your publication.

I think it is a great job of selection and editing. I don't see how anyone interested in your industry could keep house without it.

*Frank R. Wilson*
*Information Asst. to Dir.*
*Bureau of the Census*
*Washington*

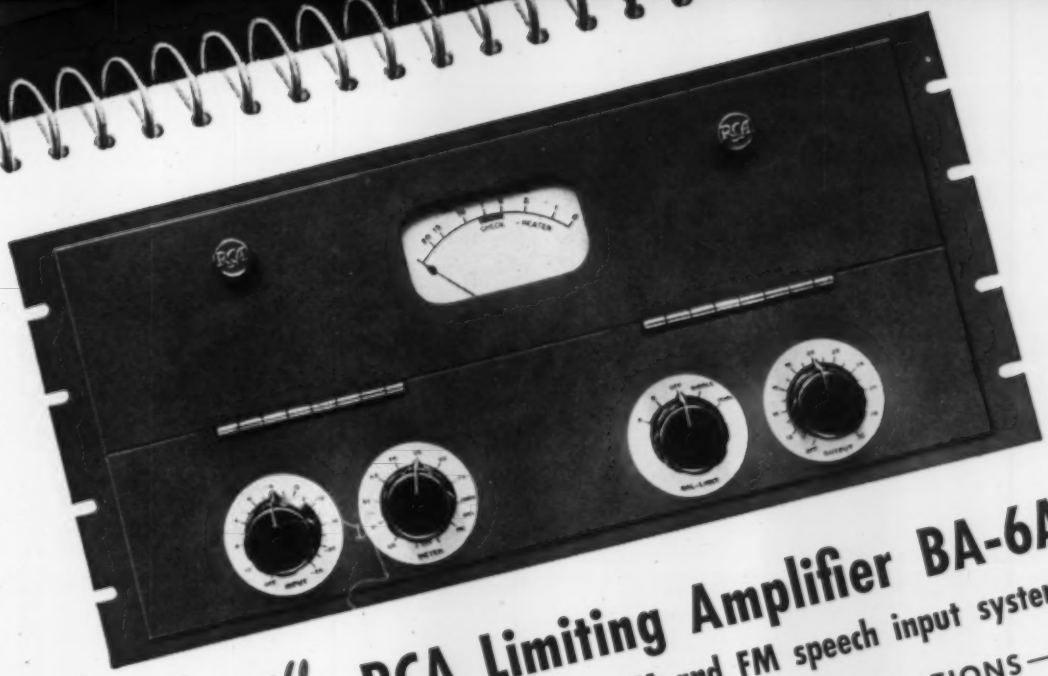
* * *

## 'Editorial Diligence'

EDITOR:

Your staff deserves the praise of the industry for their terrific job of producing a voluminous factual report [on the FCC TV allocations] practically overnight . . . an outstanding example of the editorial diligence that keeps your magazine in first place.

*J. Leonard Reinsch*
*Managing Director*
*WSB Atlanta*
*WHIO Dayton*
*WIOD Miami*



# All new RCA Limiting Amplifier BA-6A

## For high-fidelity AM and FM speech input systems

### FEATURES

- No matched tubes required
- Choice of single or dual time constant
- Greater reliability—push-pull stages throughout
- High gain—Low noise level
- Adjustable T-pad in output
- Standard plug-in mounting—for new handling convenience

### SPECIFICATIONS

- Output level at verge of limiting, 30 dbm
- Gain, 54 db
- Noise level—down 83 db at verge of limiting
- Frequency response ± 1 db, 30-15,000 cycles
- Distortion (12 db gain reduction), 1%
- Takes only 8¾ inches of rack space. Weighs only 37 pounds.

*This represents the ultimate in useful performance...at lower cost*

Save yourself hundreds of dollars when you buy your limiting amplifier. Specify a BA-6A. For complete details, call your RCA Broadcast Sales Engineer. Or write Dept. PA-19, RCA Engineering Products, Camden, N. J.

**AUDIO BROADCAST EQUIPMENT**

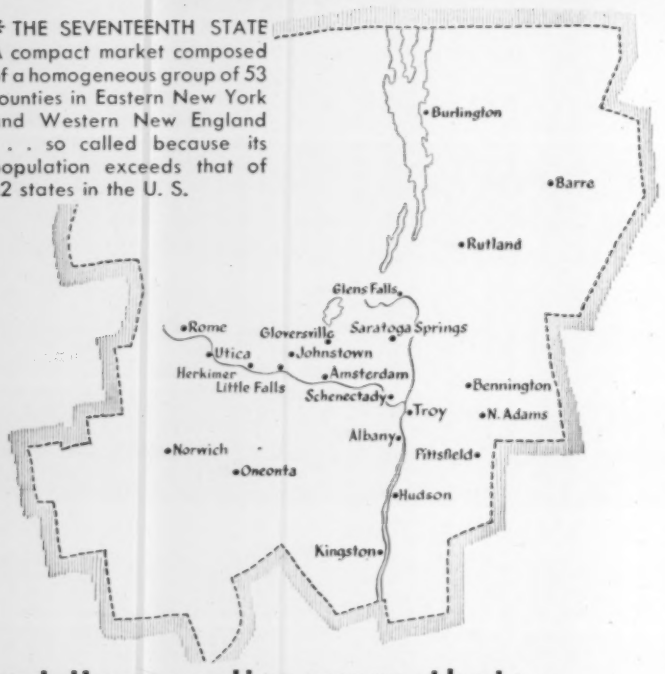
**RADIO CORPORATION of AMERICA**

**ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N. J.**

In Canada: RCA VICTOR Company Limited, Montreal

# HOOPER surveys the SEVENTEENTH STATE*

* THE SEVENTEENTH STATE
A compact market composed of a homogeneous group of 53 counties in Eastern New York and Western New England . . . so called because its population exceeds that of 32 states in the U. S.




## and Hooper discovers that:

WGY delivers a regular listening audience in *all* 22 cities of the Seventeenth State.

WGY's average evening audience is larger than the audiences of the next two stations *combined*.

WGY's daytime audience is 18% larger than the next best station's daytime audience.

WGY's share of audience is above 20% in *15* of the 22 cities. Station "B's" share of audience is 20% or over in only *4*.

This tremendous power and coverage advantage is yours at a lower cost than any combination of stations in the area needed to reach the same markets. Call NBC Spot Sales, New York, N. Y., or the WGY Sales Department, Schenectady, N. Y., *today!*

**WGY**
A GENERAL ELECTRIC STATION

50,000 WATTS
810 K. C.

THE ONLY STATION COVERING ALL 22 MARKETS OF THE 17TH STATE


# STAFF CHANGES *Moves Give Depth On Executive Level*

Mr. James | Mr. Crater | Mr. Cowan | Mr. Shaw

* * *

CHANGES in the executive staff of BROADCASTING • TELECASTING, plus related personnel reassignments, were announced last week by Sol Taishoff, editor and publisher. The moves, he said, are designed to give depth to the 20-year old trade journal, as part of an over-all expansion of operations.

Two major editorial shifts and two new appointments to the advertising staff were effected formally, as of April 1. Edwin H. James, New York editor for the past five years, becomes senior editor, headquartered in Washington, and Rufus Crater, associate editor in Washington for five years, takes over Mr. James' New York editorship.

William H. (Bill) Shaw and Ken Cowan are the new appointees in the advertising department. Mr. Shaw, who has been identified with the sales staffs of stations in the midwest and south, becomes midwest sales representative, headquartering in Chicago. He succeeds William L. Thompson, who has resigned to join the Chicago staff of Mutual.

Mr. Cowan, who has been associated with Henry J. Kaufman & Assoc., Washington Advertising Agency, for the past two years, has been added to the New York sales staff, under Sol J. Paul, advertising director. He resigned as an account executive with Kaufman on Feb. 1 to join BROADCASTING • TELECASTING. Mr. Cowan, 24, is a graduate of American U., Washington. He served two years in the Army, half of it in the European Theatre.

**Joined in '45**

Mr. James, 34, joined BROADCASTING • TELECASTING in December 1945, after having separated from the Army as a major. He served on the public relations staff of Gen. Douglas MacArthur in the Pacific Theatre during World War II. Prior to the war Mr. James was a Los Angeles newspaper man.

Mr. Crater, 35, joined the magazine on Oct. 1, 1945, and throughout his tenure specialized in regulatory and legislative matters. He was formerly city editor of the *Winston-Salem Journal*.

Mr. Shaw, 30, is the son of the late Harry Shaw, former owner of WMT Cedar Rapids, Iowa. The elder Shaw was a co-founder of BROADCASTING • TELECASTING in 1931, but disposed of his interest the following year. Bill Shaw resigned from the sales staff of WGH Newport News to assume his new post. He had spent two years in sales and promotion with WLAC Nashville, and for a year had been with KCRG Cedar Rapids. He served four years in the Army Air Force during the last war as a bomber pilot and flew 50 missions in Europe.

Also announced was promotion of Jane Pinkerton, a member of the Chicago staff for three years, to Chicago news editor. She will continue to work out of the bureau at 360 N. Michigan Ave., with Mr. Shaw.

Coincident with the editorial department changes, Mr. Taishoff announced reassignment of Fred Fitzgerald, news editor, to associate editor. Jo Hailey, editorial staff member, was named make-up editor and Tyler Nourse was promoted from the staff to copy editor. David Berlyn, Congressional specialist, was named assignment editor, in addition to his reportorial duties.

## 'Payment Only Just'

KSST Sulphur Springs, Tex., had been carrying interviews and stories about a local water-sewage project as a public service. Manager W. E. Bradford said, "We have often been discouraged when, after plugging away at something as a public service, we find that other media have either ignored it completely or are holding out for payment." Last fortnight, however, the city council purchased radio time to be used by the mayor in explaining the project. In arranging the broadcast, the city council explained it realized the station would have furnished this time on a public service basis, but since it was necessary to buy such service in other media, they considered payment only just.

# the TOUR-TEST proves

**KGW THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE**

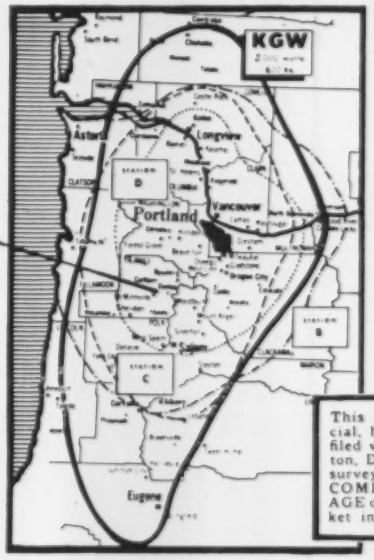
## .....in the OREGON MARKET

McMinnville, county seat and largest city of Oregon's Yamhill County, lies directly in line with KGW's powerful north-south "beamed broadcasting signal." Dairying, lumbering and agriculture stabilize McMinnville's economy, making it valuable to KGW's advertisers because of KGW's COMPREHENSIVE COVERAGE of this important market. A recent KGW Tour-Test conducted with the cooperation of the Oregon State Motor Association, was witnessed by Glenn Macy, president of McMinnville's Chamber of Commerce, shown above with "Miss KGW". This Tour-Test effectively proved KGW's COMPREHENSIVE COVERAGE of McMinnville... a premium market delivered completely ONLY by radio station KGW.

## BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW's LEADERSHIP

Actual engineering tests have proved that KGW's efficient 620 frequency provides a greater coverage area and reaches more radio families than any other Portland radio station *regardless of power*. BMB surveys bear out this fact. KGW is beamed to cover the population concentration of Oregon's Willamette Valley and Southwestern Washington.

### TOTAL BMB FAMILIES
### (From 1949 BMB Survey)




**DAYTIME**

| | |
|---|---|
| KGW | 350,030 |
| Station B | 337,330 |
| Station C | 295,470 |
| Station D | 192,630 |

**NIGHTTIME**

| | |
|---|---|
| KGW | 367,370 |
| Station B | 350,820 |
| Station C | 307,970 |
| Station D | 205,440 |

This chart, compiled from official, half-milivolt contour maps filed with the FCC in Washington, D.C., or from field intensity surveys, tells the story of KGW's COMPREHENSIVE COVERAGE of the fastest-growing market in the nation.

KGW

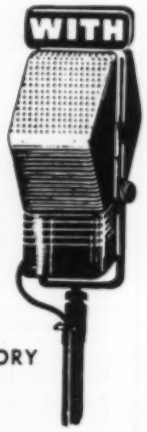
NBC AFFILIATE

# PORTLAND, OREGON

## ON THE EFFICIENT 620 FREQUENCY

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

**You get a lot for a little***




*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER TV OR RADIO STATION IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

BROADCASTING
TELECASTING

Vol. 40, No. 14 WASHINGTON, D. C., APRIL 2, 1951 $7.00 A YEAR—25c A COPY

# SUMMERTIME SCHEDULES SOAR

## Drives Top Last Year

By RUFUS CRATER

BUYERS and sellers of broadcast time are sharpening their pencils and their pitches for summer campaigns designed to spell summertime this year with a capital $.

Seasonal advertisers already are signing up summer spot campaigns at a pace which appears almost certain to equal and perhaps exceed last year's volume. While the network outlook has not fully crystallized, both seasonal and regular advertisers are beginning to line up summer shows, and networks and stations are marshalling plans to convince advertisers of the value of summer broadcasting generally.

A roundup by BROADCASTING • TELECASTING indicated the outlook for both summer radio and summer TV is healthy—provided a shirtsleeve selling job is done.

New spot and network radio accounts already signed by seasonal and regular advertisers include the following with the roundup for TV, now approaching its first big commercial summer, to appear in the April 9 BROADCASTING •TELECASTING.

### Wrigley Purchase

William Wrigley Jr. Co. came through last week with the purchase of 36 evening half-hours on CBS between July 3 and Aug. 21—as it did last year—at a gross time cost of approximately $656,640. The contract, involving half-hour programs six evenings a week, was placed through Arthur Meyerhoff Agency, Chicago.

The six programs: *Broadway Is My Beat*, to be heard Sundays; *Romance*, Mondays; *Pursuit*, Tuesdays; *Johnny Dollar*, Wednesdays, and *Lineup*, Thursdays, all from 9-9:30 p.m., and *Rate Your Mate* on Saturdays, 8-8:30 p.m. *Pursuit* and *Rate Your Mate* will substitute for two current Wrigley programs, *Life With Luigi* and the Gene Autry show.

Procter & Gamble, Cincinnati, bought more than two full hours of time weekly on ABC, including sponsorship of two shows under the network's new "Pyramid Plan" which got under way yesterday (Sunday) with the initial broadcast of *Stop the Music* with P&G as a sponsor (8:15-8:30 p.m. segment for Ivory soap, through Compton Adv.).

Starting Friday, P&G also assumes sponsorship of *The Sheriff*, 9:30-9:55 p.m., under the Pyramid Plan, a year-round variation on NBC's Operation Tandem and designed to give advertisers flexibility as well as diversification of program format and audience appeal. Sponsorship of *The Sheriff* also will be for Ivory soap, through Compton.

P&G also signed for sponsorship of *David Amity* on ABC, Monday through Friday, 11:15-11:30 a.m., for Camay, Oxydol, and Dreft, effective today (Monday) in addition to sponsoring two weekly five-minute newscasts on the network starting this week, Wednesday, 8:55-9 p.m., and Thursday 8-8:05 p.m. Dancer-Fitzgerald-Sample is the agency for Dreft and Oxydol; Pedlar & Ryan for Camay.

Under its Pyramid Plan announced last week by Charles Ayers, ABC national director of radio sales, the network offers advertisers one-third sponsorship of one or more of three established ABC programs: *Stop the Music*, Sunday, 8-8:30 p.m. portion; *Fat Man*, Wednesday, 8:30-9 p.m., and *The Sheriff*, Friday, 9:30-9:55 p.m. The advertisers receive a full minute of commercial time for each program ordered. Time costs are figured on the basis of 20% of the gross hourly rate, one-third of the half-hour rate. In addition to frequency discounts, ABC offers a 10% full network discount on the gross as an inducement to buy a minimum full network.

ABC placed the gross time cost per participation—one time on one program—at $3,591 to reach 75 markets, $4,600 for a minimum full network, and $5,962 for the full network. On a net 52-time basis these costs would be $2,872.80, $3,220, and $4,173.40 respectively, ABC said.

Program participation costs were placed at $1,250 net for *Stop the Music*, $1,300 net for *Fat Man* and $1,000 net for *The Sheriff*.

### Buys Newscasts

Procter & Gamble also signed last week for a thrice-weekly series of five-minute newscasts on CBS starting Tuesday through Compton Adv. The programs, featuring Newscaster Larry Leseuer, will be heard Tuesday, 10:25-10:30 p.m., Thursday, 10:30-10:35 p.m. and Saturday, 7:25-7:30 p.m.

General Mills, which bought a series of summer shows last year

*(Continued on page 24)*

# REAR-GUARD ATTACK

## West Defends ANA

By J. FRANK BEATTY

RADIO ADVERTISING suffered a rear-guard attack last week as the Assn. of National Advertisers scanned its recent report showing loss of night listeners in TV areas.

With nearly 300 leading national advertisers present, ANA held its 42d annual spring meeting at the Homestead, Hot Springs, Va. These media buyers represent a major share of the national advertising budget.

The attack came in the form of a review of ANA's second study of audience trends, titled Radio Time Values, Supplement 1 [BROADCASTING • TELECASTING, March 19], with no effort to tell radio's side of the story or show TV's effect on other media. It was followed by a conference discussion in which several individual advertisers said they were readjusting their own company media buying.

* * *

**RADIO-MINDED QUINTET at ANA convention (l to r): Pat Gorman, Philip Morris; Ward Maurer, Wildroot Co.; Walter Lantz, advertising manager of Bristol-Myers Co. who submitted ANA Radio & TV Steering Committee report to convention; Don Kearney, The Katz Agency; Lowell McElroy, ANA vice president, who conducted survey of 1951 advertiser plans.**

Obviously nettled at suggestions that ANA is conducting a campaign of psychological warfare against radio, Paul B. West, ANA president, issued a formal statement.

Mr. West flatly denied that the report "is an attempt on the part of buyers to knock down radio rates. It is, on the contrary, a determined and we believe an intelligent effort to help get established some long-needed basic facts to enable all of us to better evaluate the medium."

### 'Tremendous Values'

Conceding there are "tremendous values in radio when rightly used," Mr. West added: "At the same time, advertisers are faced with the inescapable fact that they can stretch their advertising dollars only so far. And the substantial increases in costs of radio as well as in all media, and on top of that, the extraordinarily larger budgets that are required in order to use the new and rapidly growing medium of television means just one thing. It means that advertisers and the radio medium owners have the responsibility of reviewing radio values in the light

*(Continued on page 30)*

## Summer Schedule

*(Continued from page 23)*

for a whirlwind campaign, has received summer show presentations from ABC, CBS and NBC, but late last week was reported to be still undecided as to whether to employ network radio at this time. If its officials decide affirmatively, it was estimated they would then need about two weeks to appraise the rival presentations.

NBC in the meantime unveiled its plan for "Summer Tandem" to start May 7 and run to Sept. 23—25 weeks. With the weekly cost for participation set at $20,000 including time costs for the full NBC network facilities plus all talent and production charges, "Summer Tandem" offers a full minute of commercial time on each of five hour-long evening blocks per week: Mondays, *Boston Pops Orchestra*, 10-11 p.m.; Thursdays, *Screen Directors Playhouse*, 10-11 p.m.; Friday, two mysteries, *Amazing Mr. Malone* and *Man Called X* extending from 9-10 p.m.; Saturdays, two comedies, *Its Higgins, Sir*, with Harry McNaughton, and *Magnificent Montague* with Monty Wooley, from 8-9 p.m.; and Sundays, *Tales of the Texas Rangers* and *$64 Question* from 9:30-10:30 p.m.

On Mutual, Joe Lowe Inc., Chicago, has signed for a 5:55-6 p.m. Monday-Wednesday-Friday sports interview program on behalf of its popsicle, it was reported last week. The series, starring Mel Allen, starts June 18. Blaine Thompson, Chicago and New York, is the agency.

### Reynolds Signs

Mutual's *Game of the Day* daily baseball broadcasts, which had 3,520 cooperative sponsors last year, are scheduled to begin April 16 over 375 MBS stations. R. J. Reynolds Tobacco Co. has signed again this year for sponsorship of the five-minute *Camel Scoreboard* after each game and Gillette Safety Razor Co. is expected to carry five minutes preceding games. William Esty & Co. is the agency for Reynolds, and Maxon Inc. for Gillette.

W. K. Kellogg Co., Battle Creek, which already sponsors three hours weekly on Mutual, bought an additional 25 minutes for *Wild Bill Hickok*, effective yesterday (7-7:25 p.m. Sunday). The show is carried on 285 Mutual stations on behalf of Kellogg's new "Corn Pops" cereal. Leo Burnett Co., Chicago, handled the account.

In addition, Personna Blades Co. will sponsor Gabriel Heatter on MBS starting May 1 (Thursday, 7:30-45 p.m.) through J. D. Tarcher & Co., New York.

Among seasonal spot advertisers —regarded as fruitful field of business for radio on all levels— suntan lotions are expected to expand their usual summer campaigns extensively this year.

McKesson & Robbins, Tartan Suntan Lotion, will expand its radio campaign more than 100%, an executive at its agency, J. D. Tarcher & Co., New York, told BROADCASTING • TELECASTING. Last year the advertiser started its tie-in with weather reports on several stations and the promotion proved so successful that effective June 1, Tartan Suntan Lotion will use 35 major cities and to place its combined weather-spot schedule. The frequency on each station will vary but it is known that in New York alone as many as 1,000 spots per week will saturate the area. The contracts run through June and July.

Ice cream accounts are beginning to plan their summer activity. Eskimo Pie (ice cream bars) will plunge into a spot radio campaign starting late in April in approximately 50 cities. Contracts vary from four to eight weeks. Buchanan & Co., New York, is the agency.

### Sealtest Spots

Sealtest Co., which is already sponsoring a network television show *Sealtest Big Tom*, will use spot radio at a local level. N. W. Ayer & Son, New York, is the agency.

Soft drinks, beer, iced coffee and iced tea are also planning fair-size summer schedules.

Pepsi-Cola, through its agency, Biow Co., New York, will double its spot activity by using 60 markets during June, July and August. In addition, the advertiser plans to double its frequency each week on each station during the three-month period.

Champagne Velvet (beer), also handled through Biow Co., started its campaign April 1 in about 80 markets. Contracts will run for 30 weeks.

Standard Brands Coffee (iced) and iced tea, through Compton Adv., New York, is currently preparing its summer spot accounting.

Among shoe whiteners, Griffin Shoe Polish started its spot campaign in early February in the South, and has continued to move North following the summer season, until the advertiser was using one-minute spots on more than 160 stations at the end of March. Contract, placed through Bermingham, Castleman & Pierce, New York, will run through November.

### Breakfast Foods

Increased activity in light cold breakfast foods usually occurs during the hot season throughout the country. Kellogg Variety Package during June, July and August will take over the spots now used by Kellogg All Bran, in about 70 markets. Kenyon & Eckhardt, New York, is the agency.

Although plans are not definite, it is understood the government of Ontario, federal government and Province of Quebec are considering U. S. spot radio campaigns to promote summer touring in Canada.

Drawn for BROADCASTING • TELECASTING by Sid Hix

*"We used to listen just for fun."*

## Competition for the Ad Dollar

**By WILLIAM B. RYAN, President, BAB**

WE HAVE to look no farther than to the next radio station across the street, to the television station next door, and to the newspaper around the block to confirm what one-quarter of 1951 has clearly indicated: That the most resourceful and intensive efforts of each unit among competing media are being geared to and aimed at securing the largest possible share of the advertising dollar.

In 1951 *all* the *old* advertising accounts are receiving careful servicing and every possible avenue of *new* business is marked for immediate solicitation and development . . . for *summer broadcast schedules.*

The seasons of the year always lend themselves to ingenious programming and copy techniques which can help in a dramatic way to maintain this old business and to develop these new fields of revenue.

But possibly because it had become almost axiomatic to think of summer in terms of a program cycle known as the "summer hiatus," a *modus operandi* for summer broadcasting somehow evolved which seemed to countenance less vigorous selling and less productive activity on the part of sales staffs.

### Awakened to Danger

Fortunately, competition has awakened all of us to the real dangers in this attitude, which although never too general, did militate against the earning capacity of some individuals and stations alike.

It is a pleasure to report that the broadcasters who never interpreted the "summer hiatus" to mean a respite from vigorous selling have long since discovered the lode of summer sales. They have remembered the simple constants such as the percentage of radio sets in homes, and the even greater percentage of *people* in those same homes . . . during the summertime.

They remembered that while beer is sold by the carload in summer, furs are sold by the millions in August. . . . That the same people who listen with interest to a commercial about ice cream will walk down to the coal yard in July to order the fall supply of Hocking Valley lump.

### No Criterion

Yes, the summer season is as ideal a time for sales as any other, for the calendar is no more the criterion for sales than is the clock or the geography.

In 1949 a marked resurgence was noted in radio's summer earnings. The summer of 1950 was the best reported in the history of commercial radio. There are goods and services to be sold by your advertisers this year. There are myriad listeners who want news and information about them. The best way to provide that news and information is via radio in the good old summertime.

## Brown Promoted

JULIA BROWN, timebuyer at Compton Adv. Inc., New York, has been promoted to director of media research, a newly created division of the media department. As head of media research, Miss Brown will devote her time to overall media problems of radio, television and print. She reports to Frank Kemp, assistant media director at the agency.

# APPLICANT ELIGIBILITY

## Movies Warned

FCC LAST WEEK asserted its right to consider violations of federal laws other than the Communications Act in determining the eligibility of applicants for broadcasting station licenses.

The Commission enunciated a policy which will clear the way for its case-by-case consideration of some 10 or 12 applications which have been stalled because the applicants or licensees had been found at some time to have violated federal anti-trust laws.

Expressing particular concern over anti-trust violations, the Commission report said it was "clear" that Congress had "conceived as one of the Commission's major functions the preservation of competition in the radio field and the protection of the public against the private interest."

FCC said it was "important that only those persons should be licensed who can be relied upon to operate in the public interest, and not engage in monopolistic practices."

In essence, the Commission said it would consider violations of federal laws not to impose penalties on the violators but to aid the Commission in determining the character of applicants.

"Violations of federal laws, whether deliberate or inadvertent, raise sufficient question regarding character to merit further examination," the report said. "While this question as to character may be overcome by countervailing circumstances, nevertheless, in every case, the Commission must view with concern the unlawful conduct of any applicant who is seeking authority to operate radio facilities as a trustee for the public."

The Commission added that it was "irrelevant" whether the "finding of violation is in a civil or criminal case."

"In either case," the report said, "it is the conduct of the applicant and not the type of suit brought that is important."

### SCOTUS on Anti-Trust

The FCC report, issued last Thursday, stemmed from a 1948 Supreme Court decision that held major motion picture companies were violating anti-trust laws because of their control over both production and distribution of films.

Among those whose applications before the FCC have either been held in abeyance or acted upon conditionally pending the Commission's definition of a policy such as that issued last week are Paramount Pictures, Allen B. DuMont Labs Inc., which the FCC has tentatively held is controlled by Paramount through a 29% stock ownership, Schine Chain Theatres, which owns WPTR Albany; 20th Century-Fox Film Corp., Westinghouse Electric Corp. and General Electric Corp.

The Commission received briefs and heard oral arguments from interested parties on the question of adopting a general policy last April. The policy issued last week will be invoked as a guide in making case-by-case determinations of the pending applications, FCC said.

The Commission made no bones about its intense concern with the cases involving motion picture interests.

"Much of the argument in this proceeding related to the major motion picture companies who have violated the anti-trust laws over a period of years in the motion picture field," the report said. "It is obvious . . . that violation of the anti-trust laws by the motion picture companies is a matter that the Commission must consider carefully in determining the qualifications of these companies to operate in the public interest."

Another question regarding movie firms that the Commission will consider is their reported withholding of important films from television use and their restriction of television performances by talent under contract to them.

"We express no opinion at this time as to whether such practices are or are not in violation of the anti-trust laws," FCC said. "We do desire, however, to point out that whether or not these practices are a violation of any law they are considered by the Commission to be relevant in determining the qualifications of applicants utilizing such practices."

FCC pointed out that motion picture companies and telecasters had a common purpose—to acquire the best available motion picture films and the best available talent and scripts. This constitutes a conflict of interests that the Commission feared would be resolved in favor of the motion picture company in any instance where that company owned a television station, particu-

*(Continued on page 69)*

# WBAB OFF AIR

## Illegal Transfer Charged In FCC Action

IN a surprise move last week, WBAB Atlantic City and its FM adjunct, WBAB-FM went off the air March 28, following failure to resolve its ownership status to the satisfaction of the FCC.

With the shutdown of the 250 w fulltime AM operation on 1490 kc, (founded in 1940) CBS was without an affiliate in that immediate area. As of Friday, the network was studying the problem and would not announce further plans.

Stations' trouble stemmed from sales negotiations last December of the Press Union Publishing Co., licensee as well as publisher of the *Atlantic City Press* and *Atlantic City Evening Union*. Firm contracted to sell both its broadcasting and newspaper properties to Bethlehems Globe Publishing Co.

Last week's FCC action did not affect the newspaper part of the sale, which has already been fully consumated. It was also conceded possible that Bethlehems Globe would file new station application for the emptied facilities.

In December, according to spokesmen for the purchasing company, stockholders in Press-Union expressed the desire to have the negotiations completed within the fiscal year, speculating that the capital gain tax would then be lower than at a future date.

Since FCC approval could not be obtained so instantly, the Bethlehems Globe Publishing Co. entered into an agréement with Press-Union whereby the latter tendered "irrevocable proxies" to Bethlehems Globe while actually retaining physical control, purchasers said.

Subsequently, the application was filed with FCC for transfer approval and the Commission under date of March 7 notified the licensee that such grant would not be considered until there was a revestment of the majority of the stock to the named transferors.

This prompted a March 16 reply to the Commission that it was impossible to surrender the stock under the circumstances along with a request for special temporary authority to assume control of the station, pending outcome of FCC action on the transfer request.

In its decision last week, the Commission concluded that grant of the transfer was not in the public interest; that the FCC "inability to reach such a conclusion stemmed from its determination that, as noted in the letter (of March 7), control of the licensee had already passed, without prior Commission consent and thus illegally, to the transferee." The FCC went on to say:

**"In view of your statement that the directed revestment will not be made, and the consequent continuation of the illegal operation of the station in violation of Sec. 301 of the Communications Act, you are directed to cease immediately the operation of WBAB and WBAB-FM.**

**". . . Although the Commission would normally, under the present circumstances, issue an order revoking the license and permit for the stations, your statements as to the surrender of such authorization renders the institution of such proceedings unnecessary."**

Spokesmen for Press-Union and Bethlehems Globe maintained that actual control of the station had never left the licensee, despite the proxies; and that at no time had representatives or personnel of the purchasing company had anything to do with operation of the stations.

It was also maintained that in the past it had been the practice of the Commission to be most concerned as to who had "actual control" of an outlet.

# JANUARY BILLINGS

## P&G Leads on Networks

JANUARY 1951 saw Procter & Gamble maintain its leadership among all radio network advertisers by spending $1,623,300 in gross billings to promote its products, according to tabulations based on Publishers Information Bureau figures released to BROADCASTING • TELECASTING.

American Home Products was the second highest advertiser dur-

*(Continued on page 93)*

* * *

### TABLE I

**TOP TEN NETWORK ADVERTISERS FOR JAN. 1951**

| | | |
|---|---|---|
| 1. | Procter & Gamble | $1,623,300 |
| 2. | American Home Products Corps | 763,569 |
| 3. | Lever Bros. | 742,742 |
| 4. | General Foods | 734,845 |
| 5. | Sterling Drug | 659,300 |
| 6. | General Mills | 630,434 |
| 7. | Miles Labs | 585,635 |
| 8. | Gillette Safety Razor Corp | 480,427 |
| 9. | Liggett & Myers | 464,559 |
| 10. | Colgate-Palmolive-Peet Co. | 429,667 |

### TABLE II

**LEADING NETWORK ADVERTISERS BY PRODUCTS GROUPS FOR JAN. 1951**

| | | |
|---|---|---|
| Agriculture & Farming | Allis-Chalmers Mfg. Corp. | $33,486 |
| Apparel, Footwear & Acces. | Frank H. Lee Co. | 47,568 |
| Automotive, Automotive Acces. & Equip. | General Motors | 145,769 |
| Aviation, Aviation Acces. & Equip. | | |
| Beer, Wine & Liquor | Pabst Sales Corp | 132,566 |
| Bldg. Materials, Equip. | Johns-Manville Corp. | 112,528 |
| Confectionary & Soft Drinks | Mars Inc. | 194,674 |
| Consumer Services | American Telephone & Telegraph | 82,215 |
| Drugs & Remedies | Sterling Drug Co. | 659,300 |
| Entertainment & Amusements | | |
| Food & Food Products | General Foods | 709,493 |
| Gasoline, Lubricants & Other Fuels | Standard Oil of Indiana | 138,943 |
| Horticulture | | |
| Household Equip. & Supplies | Philco Corp. | 141,738 |
| Household Furnishings | Armstrong Cork Co. | 35,488 |
| Industrial Materials | U. S. Steel | 107,040 |
| Insurance | Prudential Life Insurance Co. | 123,929 |
| Jewelry, Optical Goods & Cameras | Longines-Whittnaeur Watch Co. | 100,792 |
| Office Equip., Writing Supplies & Stationery | Hall Bros. | 70,728 |
| Publishing & Media | Doubleday & Co. | 19,773 |
| Radios, TV Sets, Phonographs, Musical Instruments & Acces. | RCA | 164,335 |
| Retail Stores & Shops | Dr. Hiss Shoe Stores | 1,056 |
| Smoking Materials | Liggett & Myers | 464,559 |
| Soaps, Cleansers & Polishes | Procter & Gamble | 1,077,444 |
| Sporting Goods & Toys | | |
| Toiletries & Toilet Goods | Gillette Safety Razor Co. | 480,427 |
| Transportation, Travel & Resorts | Assn. of American RR. | 84,575 |
| Miscellaneous | American Federation of Labor | 116,499 |



XUM

# IMMEDIATE POLICY BOARD URGED

## President Studies

DESPITE recommendation for the "immediate" establishment of a top government communications policy board within the Office of the President, indications are that the timetable for implementation of such suggestion, if accepted, would be rather slow.

Following formal release last Tuesday of the report—compiled after more than a year's study by the President's temporary Communications Policy Board [BROADCASTING • TELECASTING, March 12] —White House sources Thursday said that the President has not studied its content and that it probably would be turned over to an administrative aide for analysis.

Dr. John R. Steelman, the Assistant to the President, has in the past handled such matters relating to establishment of like government units.

Further, it is pointed out that there is no need for legislation to set up such a body since it would be an extension of the authority outlined in Sec. 606 of the Communications Act, permitting the President to take over civilian telecommunications facilities, both wire and radio, for emergency and war purposes. Also, as cited in the report, "Sec. 305 of the Act specifically gives the President power to assign radio frequencies to government stations, and specifically exempts government stations from the licensing and other regulatory powers of the Commission, when they are operating as such."

The suggested board would, in cooperation with the FCC, regulate the division of spectrum space among government and non-government users.

In offering its solution for "remedial steps" in telecommunications, the board report urged prompt action, saying, in part:

**We recommend the immediate establishment in the Executive Office of the President of a three-man telecommunications advisory board served by a small, highly qualified staff to advise and assist the President in the discharge of his responsibilities in the telecommunications field. Its task would include formulating and recommending broad national policies in this field, and giving advice and assistance in the formulation of policies and positions for international telecommunications negotiations.**

*** * * Another closely related and important function of the board will be to establish and maintain effective working relationships with the FCC for the informal solution of those joint questions of frequency allocations which will inevitably come up under our system of dual control over the spectrum. . . .**

*** * * We recommend that the Interdepartmental Radio Advisory Committee should also continue much as it is now. . . . IRAC recommendations should be made to the Telecommunications Advisory Board for authentication.**

*** * * We recommend that no changes be made at this time in the powers and duties of the FCC. . . . The Commission's efforts to organize itself as recommended by the Hoover Commission should be pressed. . . .**

*** * * We do, however, think that the FCC should have more funds and a stronger staff to keep up with engineering and economic developments.**

The report appends one alternative as "a last possible resort in the management of our communications resources" — creation by Congress of a board to assign frequencies to both government and civilian users. It was further stated that creation of such a board "would mean a fundamental change in the Communications Act" and would "involve, we believe, serious conflicts with the proper exercise of the executive function of the government."

### Single Head Possible

The report, while stating preference for a three-man body, recognized "the possibility of appointing one man, a telecommunications advisor, to exercise the functions of the proposed board."

Speculation as to the makeup of a board had already mentioned such names as FCC Chairman Wayne Coy as a prospect to head the group; FCC Comr. E. M. Webster, an old hand at government allocations; and a third member who might be an active or retired Army or Navy communications expert.

The name of E. K. Jett, vice president of the Baltimore *Sunpapers* and its TV operation

*(Continued on page 59)*

# SENATE COLD

## To Communications Board's Policy Recommendations

LITTLE enthusiasm was expressed in Congressional quarters last week over the contents of the report of the President's Temporary Communications Policy Board.

This initial icy reception was indicated by Senate Commerce Committee Chairman Ed C. Johnson (D-Col.). The radio-minded Senator expressed surprise at the apparent absence of concrete legislative proposals. Whether further committee study of the broad-scoped report will bear less heavily was a moot question.

Another interested legislator is Senate Majority Leader Ernest W. McFarland (D-Ariz.). The chairman of the Senate Commerce radio subcommittee last December had urged the temporary board to recommend the appointment of "an Assistant Secretary of State for Communications" [BROADCASTING • TELECASTING, Dec. 4, 1950]. The Majority Leader had initiated in the 81st Congress a Senate subcommittee study similar to the Presidential board's just prior to the latter's creation. Sen. McFarland was unavailable for comment.

Sen. Johnson's position hints of extensive groundwork within his committee, or by Sen. McFarland's radio group, with a view toward proposing legislation. The Coloradan has long guarded the prerogative of Congressional authority over the FCC with zealous fervor.

### President to Comment

However, any action contemplated by the Senate group would be predicated on how the President implements the report's recommendations. As written, the report would seem to envision the creation of a permanent advisory board within the executive office of the President, thus alleviating necessity for Congressional action.

Sen. Johnson was of the opinion that the report failed to absolve what he believes to be a fundamental division or "dual" responsibility within the framework of FCC and the Interdepartmental Radio Advisory Commission (IRAC).

Although final conclusions were not yet crystallized in Congressional thinking, critics were traveling along this path:

1. That the report failed to recommend legislative action which would remedy the tug-of-war among government agencies for allocation of frequencies in the spectrum.

2. That the recommendations tend toward further executive authority over the allocation of broadcast spectrum.

3. That the creation of a three-man advisory board would not stem the waste of the nation's resources of frequencies. Duplication would still exist and the scrambled situation remain unremedied, the critics say.

4. That while the report is an excellent "historical" recap of the problem it does not attempt a solution.

# JOHNSON MOVES

## To Hold FCC Bill

IN A SUDDEN maneuver, Sen. Ed C. Johnson (D-Col.) last Wednesday entered a bid in the Senate for jurisdiction over legislation which would give the FCC Chairman sweeping administrative powers [BROADCASTING • TELECASTING, March 26].

Sen. Johnson's objection to the bill's apparent intent was reported exclusively in the March 26 issue of BROADCASTING • TELECASTING.

The radio-active chairman of the Senate Commerce Committee has introduced a bill (S 1218) similar in content to legislation (S 1139) dropped in the Senate hopper a fortnight ago.

Accompanying this action, it was understood Sen. Johnson sent a letter to the chairman of the Senate Executive Expenditures Committee explaining his opposition to the reorganization measure. The latter is the latest expression of the so-called Hoover Commission.

Sen. John L. McClellan (D-Ark.) is chairman of the expenditures group. He also is sponsor of S 1139.

Sen. Johnson's chief objection to the legislation centers on the breadth and related concentration of powers which the plan would vest in the Chairman in comparison with those of other Commissioners.

He has also expressed himself that such a change in administrative and executive functions would usurp Congressional authority by placing the FCC more fully under the direction of the executive branch of the government.

### Opposition Outlined

A fortnight ago, Sen. Johnson told BROADCASTING • TELECASTING that he would oppose the new legislation. He had declared that if hearings were called by the McClellan committee and if he were asked to testify, he would strongly state his opposition. Sen. Johnson went on to say that if the measure should reach the Senate floor without committee hearing, he would join debate and exert whatever argument he could muster to defeat the measure.

Affect of the latest maneuver would be to place the reorganization plan in the Senate Commerce Committee. Thus, the Commerce group could rule its fate.

It was Sen. Johnson last year who introduced a resolution opposing the President's FCC reorganization plan. He was upheld in a Senate vote thus defeating Mr. Truman's proposal.

The new measure is more broad in scope than the Truman plan of 1950. Generally the bill, and its companion measure in the House (HR 3307), would:

- Transfer the executive and administrative functions of the FCC to the Chairman.
- Give the Chairman jurisdiction over the appointment and assignment of personnel in the immediate offices of the Commissioners.
- Permit the President to remove any member of the Commission from office for "inefficiency, neglect of duty, or malfeasance in office."
- Spell out that at the end of a Commissioner's term, he could continue to serve until his successor is appointed and "qualified."

Under the new reorganization plan, it has been pointed out, the Chairman would have power over the "execution of FCC policies."

**GOVERNMENT group explained emergency operating program to nation's broadcasters last Monday.**

**Left Photo: (l to r) FCC Comr. George S. Sterling; FCC Chairman Wayne Coy; Maj. Gen. Francis L. Ankenbrandt, USAF, representing Defense Dept.**

**Right Photo: FCC Engineering Dept. contingent: (l to r) Ralph J. Renton; Curtis B. Plummer, chief engineer; Robert Linx.**

* * *

# WAR ROLE OUTLINED

FCC last week outlined the alert-operational phases of radio and television broadcasting in a war emergency under a plan formulated by its own study group but still subject to final approval of the Commission and the Dept. of Defense.

The proposal was blueprinted to nearly 1,000 licensees and legal and consulting engineer representatives, who were summoned to Washington on relatively short notice at the FCC's request.

Numerous broadcasters who attended the "restricted" session, held last Monday at the Commerce Dept.'s Interdepartmental Auditorium, found it difficult to reconcile the implied "urgency" of the highly-classified meeting with the revelations detailed to them in a restricted document and by FCC staff members at the apparent initiative of the Air Force.

Additionally, many licensees indicated they would withhold comments on the controversial plan pending a more representative membership on some advisory committee which they felt should be called in to consult with the Commission before a plan is ultimately adopted.

### Welcome Suggestions

In the face of obvious confusion as to the necessity for calling such a meeting—particularly in view of the fact that a similar briefing session will be held at the NAB convention April 16—FCC staff members were quick to welcome broadcasters' suggestions—either on the plan itself, or on the possibility of forming a new industry advisory committee (largely technical and more nationally representative).

FCC authorities stressed that the plan is the end product of months of study by government-industry groups—a proposal drawn by its engineering study group which, it was strongly felt, would have the tacit approval of the full Commission and military authorities.

FCC officials submitted the plan as a "preview" of actual operating procedure which they indicated would later be implemented through a Board of War Communications similar to that created during World War II. In submitting the proposal, the study group rejected other operational plans as impractical.

Staff members conceded that, while they could not speak for top-level Commission members, they would attempt to get additional information and data from radio-TV licensees. In the meantime an "interim" plan has been completed for possible use pending approval of the blueprint presented last Monday.

Commission authorities placed last week's "emergency" session entirely "off-the-record" in the interest of security. But it can be reported without breaching security that the proposal embodies provisions for taking certain stations off the air in the event of imminent air attack, and permitting others to continue operation providing they elect to participate in the plan and effect certain technical modifications in equipment.

Aside from welcoming broadcasters' recommendations, FCC authorities have urged them to set up committees in each city as clearinghouses to consult with FCC field engineers when the occasion should rise. Additionally, instructions

*(Continued on page 69)*

* * *

## Broadcasters Urge Advisory Unit

**EMERGENCY station operation plan was described last Monday at FCC mobilization meeting in Washington, with some 1,000 broadcasters present.**

**Top photo (l to r in foreground): Louis Kleinklaus, WQXR New York; Edmund Waller, WATR Waterbury, Conn.; Robert Crager, WWCO Waterbury, Conn.; Robert J. Sinnett, WHBF-TV Rock Island, Ill.; Charles F. Quentin, KRNT Des Moines.**

**Second from top: Larry Mennitt, WVCG Coral Gables, Fla.; Lester Gould, WJNC Jacksonville, N. C.; M. C. Scott, WIOD Miami; C. F. Daugherty, WSB Atlanta; Ben Akerman, WGST Atlanta.**

**Third from top: Eliot C. Lovett, attorney; Campbell Arnoux, John Peffer, WTAR-AM-FM-TV Norfolk, Va.; Roger Page Jr., Ted Leeper, WAAA Winston-Salem, N. C.**

**Fourth from top: Arthur Gates Jr., WYVE Wytheville, Va.; Ralph D. Epperson, WPAQ Mount Airy, N. C.; Dr. A. M. Gates, WYVE; Wilfred Fisher, WMTC Vancleve, Ky.; Raymond F. Guy, NBC.**

**Bottom: Hoyt Wooten, WREC Memphis; Harry H. Carman, WGBB Freeport, Long Island; Frank W. Harvey, WMAL Washington; Dwight A. Myer, Westinghouse Radio Stations; Kenneth H. Berkeley, WMAL.**

# NARTB POLISHES AGENDA For Convention

NARTB (NAB) last week added more polish and sparkle to its proposed Chicago convention agenda, accenting mobilization, sports and television's increasingly prominent role in the nation's economy and defense effort.

The association rounded out a schedule of topics and speakers which is certain to appeal to convention delegates, as well as other segments of industry not included in NARTB membership.

At the same time it was negotiating for a top-flight government agency official to address the Thursday Television Day luncheon, thus rounding out a slate of key speakers that already includes Gen. Omar Bradley, chairman of the Joint Chiefs of Staff, and FCC Chairman Wayne Coy. They will address luncheon sessions Tuesday and Wednesday, April 17, 18, respectively [BROADCASTING • TELECASTING, March 26].

Further planning covers panels for the mobilization rally, which will precede NARTB convention activities on Monday morning, and sports for both radio and TV sessions.

The mobilization phase will kick-off at 9:30 a.m. with a military-FCC roundtable under the chairmanship of John DeWitt Jr., WSM Nashville. Other participants will be Calvin Smith, KFAC Los Angeles, and William C. Grove, KFBC Cheyenne, Wyo., as well as FCC Chief Engineer Curtis Plummer and NARTB Engineering Director Neal McNaughten. Two other panels (at 10:30 and 11:30 a.m.) will be devoted to "Manpower and the Emergency" (covering reservists, etc.) and "Mobilization and Broadcasting" (touching on station programming).

Name of Andrew H. Berding, newly appointed public information chief of the Office of Defense Mobilization, was added last week to the list of speakers. Others will include Clem Randau, executive director, Civil Defense Administration, and one other CDA representative—either Col. William Talbot, communications director, or Robert Burton, consultant. The Advertising Council also will be represented.

The communications specialist is expected to spell Mr. Randau on some of the controversial and troublesome questions which broadcasters are sure to fire at CDA—most of them of a technical nature and bearing directly on FCC's proposed plan for emergency broadcast operation (see story page 27). They probably will be asked CDA's role on the state and community levels.

Commenting on the technical agenda, Mr. McNaughten stated that engineering delegates are strongly urged to attend the mobilization session, which is designed as a followup to the FCC security meet last Monday in Washington. Of major interest will be a review of that meeting and disclosure of subsequent developments.

The meeting will be open to all industry representatives and will not be confined to NARTB members, it was emphasized.

Radio and television engineers will offer numerous technical papers during the fifth annual Engineering Conference, to be held concurrently with the association's 29th convention [BROADCASTING • TELECASTING, March 26].

Sports will command attention during radio sessions on Tuesday (April 17), 2-5 p.m. While the agenda was incomplete last week, the whole baseball picture will get a thorough airing, particularly with respect to industry-league cooperation in the coming season through NARTB and Radio-Television Mfrs. Assn. projects designed to promote actual attendance at games. George Trautman and Matty Brescia of the National Assn. of Professional Baseball Leagues are expected to attend.

### Labor Session

The Labor-Management Relations session is set for Tuesday, 2-5 p.m., with James D. Shouse, Crosley Broadcasting Corp., as chairman. Sitting in will be Harold Essex, WSJS Winston-Salem, N. C., and Kenyon Brown, KWFT Wichita Falls. Participants were announced fortnight ago.

Thursday will be "television day" at the convention, with Harold Hough, WBAP-TV Fort Worth, and Robert Swezey, WDSU New Orleans, co-presiding.

Tom Hamilton, athletic director of the U. of Pittsburgh and chairman of the TV Steering Committee of the National Collegiate Athletic Assn., is certain to command the unflagging interest of dele-

(Continued on page 60)

# PRESIDENT SEARCH NARTB Committee Screening

WITH TIME fast running out before the 29th annual convention of NARTB (NAB), the association's Presidential Committee last week resumed its screening of a heavy list of candidates for the choice post—but with little apparent progress. The association officially became NARTB yesterday (Sunday).

While it was known that the group had pruned down the availabilities considerably—the original list bore some 60 possibilities—hopes grew dimmer that it would hire a president and arrange an adjusted salary for Justin Miller, who is slated to assume the board chairmanship, until at least just prior to the convention, April 15-19—if indeed then.

Judge Miller is expected to formally step down at the Chicago meeting and turn the reins over to his successor if the Presidential Committee has come up with a choice by that time.

### Two Approached

The eight-man group met in Washington last Monday and Tuesday, and some members resumed screening later in the week by telephone in New York. At least two of those mentioned previously as Presidential timber were approached and sounded out, though no offer was made, it was understood. No further meetings were scheduled before the convention gets underway, although it was held likely that individual members may continue to sound out possibilities, by telephone and mail.

In any event at least half-dozen top candidates still were being considered at week's end from a representative list of industry and government fields [BROADCASTING • TELECASTING, March 26, 12].

Speculation centered chiefly on these personalities: Byron Price, assistant secretary general, United Nations; Eugene Thomas, WOR New York; Frank White, MBS president; William B. Ryan, BAB; Joseph McDonald, ABC vice president; Frank Pellegrin, H-R Representatives; Robert K. Richards, NARTB public affairs director;

(Continued on page 60)

# RETAIL RADIO SUCCESS Abrahams Lauds

HIGH TRIBUTE to radio as a sales medium was paid by Howard P. Abrahams, manager of sales promotion division, visual merchandising group, National Retail Dry Goods Assn., in an address prepared for delivery Saturday before the Eastern Conference of Women's Advertising Clubs in Washington.

"Radio for retailers has reached the stage where there has been enough use as a retail medium for radio people and retailers to study these successes and adapt them," Mr. Abrahams said.

"The trouble with radio is that radio salesmen originally sold radio to retailers as a supplementary medium or as an institutional device instead of a means of selling actual merchandise through the procedure of giving merchandise information. But we have seen an awakening. Today we have many case histories which indicate successful results."

Mr. Abrahams also is scheduled to address the Radio Executives Club of Boston this Wednesday, speaking on "You Have to Help Retailers to Sell Them," according to an announcement by Harold E. Fellows, WEEI Boston, REC president. He will speak at a luncheon meeting at the Hotel Touraine.

Addressing himself to the "high cost of advertising," Mr. Abrahams in his Washington speech pointed out that a study by the Production Club of Baltimore had revealed a production cost increase of 47% over 1946.

There are three measures for combating it, he suggested:

"Increase advertising budgets so we can buy more customers. This

(Continued on page 92)

**TO INTRODUCE Sun-Filled concentrated orange juice, Juice Industries Div. of Clinton Foods, Dunedin, Fla., bought a quarter-hour segment of WTAM Cleveland's Tom Haley morning show on a 26-week basis. Going over last-minute plans are (l to r) Clem Scerback, WTAM press-promotion manager; Eugene R. Myers, sales manager; Mr. Haley and Michael Beck, sales manager, Cottage Creamery Co., which distributes Sun-Filled.**

# GAMBLING DATA

## FCC Would Ban Transmission

TRANSMISSION by radio, TV or press of "basic gambling information"—bets, odds and prices paid—about any sporting event would be made a federal crime according to FCC's renewed recommendations last week to the Senate Crime Investigating Committee (see story page 57).

"Such data is of use only to those interested in gambling," FCC Chairman Wayne Coy testified Monday before the investigatory group headed by Sen. Estes Kefauver (D-Tenn.).

He asserted, "I believe that a flat prohibition of its transmission in interstate commerce is both justified and necessary to curb the interstate gambling operations which this committee has found to exist."

Reaffirming recommendations he made a year ago respecting the control of interstate transmission of information which aids illegal gambling, Chairman Coy assured the Kefauver group the FCC plan would "permit the transmission of all information concerning all sporting events except for bets and wagers and betting odds and prices paid."

He thus denied reports the FCC proposal could soon stifle nearly all sports broadcasting and reporting.

### Closed Session

Meanwhile, following a closed executive session with Chairman Coy late Monday, Committee Chairman Kefauver announced: "The Committee took cognizance of the report of the [FCC] examiner in connection with the renewal of license (sic) [assignment of construction permit] of the radio station in Miami, Fla. [WMIE], which is owned by Mr. McBride [Arthur B.]. The Committee feels that the examiner did not read or did not take cognizance of the matters brought out in the hearings of the committee in Chicago, Cleveland and in Miami, with reference to possible connections of the ownership of that station, and has . . . authorized the chairman [Kefauver] to file with the Chairman of the FCC a protest against the issuance of the license until the full facts in connection with the matters brought out in the hearing in the cities above referred to have been considered by the full Commission."

"And the Committee entertains serious doubts," Sen. Kefauver continued, "in view of the facts brought out in the hearings as to whether the FCC, pursuant to the mandate given them by Congress, will see fit to renew the license. In any event, we want to make certain that they see the full hearing report of this Committee."

The disputed FCC initial decision is that of Hearing Examiner Leo Resnick, issued a fortnight ago, which recommended approval to assignment of the construction permit of WMIE from Lincoln Operating Co. as trustee for Sun Coast Broadcasting Corp. to Sun Coast itself [BROADCASTING • TELECASTING, March 26, 19]. Sun Coast is chiefly owned by Mr. McBride and his Cleveland business associate, Daniel Sherby. They also are part owners of WINK Fort Myers, Fla.

The FCC examiner stated that on the basis of the Commission's hearing record he could find no evidence respecting the reputation of Mr. McBride or his past ownership and operation of Continental Press, national racing news service, to disqualify him from being a stockholder in a radio station.

In fact, Mr. McBride was highly praised by the 13 Cleveland leaders who testified, the examiner pointed out.

The examiner also said the record produced no evidence to show that Continental Press has, or is, operating in violation of any law.

### Second Report

The initial decision noted the Senate committee's "second interim report" was issued after the closing of the FCC record and indicated it could not properly be considered in the decision since it was "outside" the record.

The second interim report in part charged Continental Press is not controlled by Edward McBride, sole owner of the service and son of Arthur B., nor by Thomas Kelly, Continental Press manager and brother-in-law of Arthur B. McBride, "but by the gangsters who constitute the Capone syndicate."

*Chairman Coy testifies before the crime committee. Photo taken from WTOP-CBS Washington telecast.*

* * *

King's County (N. Y.) Judge Samuel Leibowitz, testifying before the Kefauver committee Monday afternoon, related efforts of "underworld agents" to sabotage the Greater Miami Crime Commission by word-of-mouth smear tactics, printed circulars and other techniques.

"They also went on the radio," commented Sen. Lester C. Hunt (D-Wyo.).

"Yes, on one station, Senator, but not the others," Judge Leibowitz replied, explaining "that was the station controlled by the gangster element."

He added the officials of the crime commission "went out and battled over the greatest of odds, and every Saturday night on the radio, on a combined radio network, with the exception of this one station, they told the story of gangsterism, and what it meant to the people of Miami."

Chairman Coy pointed out that while appearing a year ago before the Kefauver group primarily to give "some background material in connection with the operation of Continental Press Service," he also had suggested for the committee's consideration "two basic approaches to the problem of coping with the interstate transmission of gambling information."

The first approach, he indicated, was his legislative proposal to the Senate Interstate & Foreign Commerce Committee, then holding hearings on the Justice Dept. bill (S 3358) to ban interstate transmission of gambling data [BROADCASTING • TELECASTING, May 1, 1950]. This is the proposal he renewed before the Kefauver group last week, i.e., to make transmission of bets, odds or prices paid a crime.

### Another Approach

The second approach, Chairman Coy indicated, was his suggestion the committee "investigate the possibility that Continental Press Service has been violating the federal anti-trust laws" [BROADCASTING • TELECASTING, June 26, 1950].

As to the Kefauver committee's proposal that FCC license on a yearly, renewable basis, the interstate distributors of horse and dog racing news to assue the data would not aid gambling, Chairman Coy contended an impossible administrative burden would befall FCC.

He further pointed out FCC cannot by law license organizations which merely lease common carrier facilities, although the latter are under FCC control. He ex-

*(Continued on page 60)*

# ABC OWNERSHIP

## IT&T Negotiations Underway

NEGOTIATIONS for acquisition of partial or controlling interest in ABC by the International Telephone & Telegraph Corp. were in progress last week, with the asking price reported in the neighborhood of $30 million for outright sale and with no agreement apparently in sight.

ABC officials refused to comment, but an IT&T statement approved by Board Chairman Sosthenes Behn said "conversations have been held and are continuing on an exploratory basis."

The conversations were being conducted at top level — between ABC Board Chairman Edward J. Noble and Col. Behn—and were understood to have been in progress intermittently for several months.

IT&T, with an excellent cash position, was reported to have initiated the discussions with ABC—about which rumors of sale have flown thick in recent years.

The tone of the discussions thus far, it was understood, has been on the basis of IT&T's acquisition of an interest—minority or controlling—either by purchase or by an interchange of stock.

Mr. Noble, 53% stockholder in the network, was said to be inclined to sell only on the basis of 100% of the stock, rather than merely his own interest, in order that minority stockholders would benefit on the same terms.

He is not believed to be pushing for a sale, but willing to sell if equitable terms can be reached.

Mr. Noble more than two years ago turned down, after protracted discussions, an offer by 20th Century-Fox which was reported to exceed $20 million gross [BROADCASTING • TELECASTING, Dec. 6, 1948]. He was understood to be seeking about $25 million at that time.

### Raise Price

The strengthening of ABC's television position since then, it was felt, would raise Mr. Noble's asking price today well above the $25 million figure of 1948. For ABC owns five TV stations in top markets—WJZ-TV New York, WENR-TV Chicago, KGO-TV San Francisco, KECA-TV Los Angeles and WXYZ-TV Detroit—and their success is given much of the credit for swinging ABC's overall operations into the profit column in 1950 after a net loss in 1949 (see story page 55).

In addition to the five TV stations, ABC owns AM and FM outlets in the same markets. WJZ and WENR are 1-A clear channel stations operating with 50, WENR sharing time with WLS Chicago. KGO is a 1-B clear channel operation with 50 kw, and KECA and WXYZ are regionals using 5 kw.

IT&T's cash position was bolstered by its recent disposition of its European operating companies, including the Spanish telephone system, which altogether was understood to have yielded the company a net return of about $80 million.

In addition to the 20th Century-Fox negotiations of two years ago, there have been recurrent reports of other attempts to purchase the network, the most recent involving Paramount Pictures. Prior to the 20th Century-Fox talks, tentative discussions reportedly were held with Warner Bros. Pictures.

## Rear-Guard Attack

*(Continued from page 23)*

of the changes brought about by television."

A special radio-television meeting was held Thursday afternoon but it was a closed session for ANA members only. Here the advertisers heard the story of the second study from Walter Lantz, advertising manager of Bristol-Myers Co. Discussion of the report by members had been planned but time prevented. Three speakers discussed aspects of TV advertising.

One year ago, in this same mountain resort, ANA had turned its guns on radio. At that time, however, the program included such radio spokesmen as Niles Trammell, NBC board chairman, and Frank Stanton, CBS president. They were not present this year. A high ANA officials indicated the networks did not wish to take part in last week's convention discussion.

**Summarizes Report**

Mr. Lantz summarized the ANA's newest report on radio time values on behalf of the Radio-TV Steering Committee. He pointed out that "significant and continued declines in the average ratings for CBS- and NBC-sponsored evening programs occurred between the autumn of 1949 and the same period in 1950, with corresponding increases claimed in cost per thousand homes reached," as shown by the ANA study.

After the radio-TV meeting, ANA held a conference with newsmen, who were not admitted to the closed session. At this conference advertising executives of three major national radio buyers were questioned on the report.

In each case the advertisers explained they spoke purely as individuals and not as members of the ANA committee.

George Duram, media director of Lever Bros. Co., and chairman of the ANA Radio-TV Committee, said the report "is merely issued for the information of ANA members. Individual advertisers can use it as they see fit." He added that Lever has cancelled three major network shows.

Lever felt it was not getting value for the money spent in radio and spread the sum around the media field, he said.

A. N. Halverstadt, Procter & Gamble Co., an ANA board member as well as member of the Radio-TV group, pointed out that NBC and CBS no longer impose a penalty for a summer hiatus. "ANA has not put on any pressure," he said. "Something has happened affecting the field of radio."

Mr. Lantz said Bristol-Myers has adjusted its use of radio, including shift of *Break the Bank* from night to day.

E. L. Deckinger, research director of Biow Co., reviewed the confusion in audience research. He spoke at the closed meeting.

"Everyone complains about ratings but no one does anything about them," he said, paraphrasing Mark Twain's weather comment. He told about events that led to formation of the special test survey committee, which issued a report last month recommending that NAB take the lead in starting a series of studies evaluating research methods, including field projects.

Mr. Deckinger, chairman of the special survey group, suggested ANA members write NAB and urge that association "to start the ball rolling." He also advised ANA to communicate officially with NAB

*(Continued on page 32)*

# DAYTIME TV SUCCESS

## Hanna Tells ANA

AN ENTHUSIASTIC endorsement for daytime television was made last week by James E. Hanna, vice president in charge of radio-television, N. W. Ayer & Son, before the ANA spring meeting.

**Mr. Hanna**

Recalling that only three years ago advertising experts predicted that women could not spare the time from household chores to sit and look at TV, Mr. Hanna said:

"Gentlemen, I have news for you. It appears that the American housewife has time to do just about anything she wants to do."

What has happened, Mr. Hanna explained, is that women have bought so many labor- and time-saving devices and products that hours have been cut out of the former daily household schedules.

"And now that we can see so clearly that women have the time and the desire to watch weekday television," Mr. Hanna told the advertisers, "you can start selling your newer and better time-saving products harder than ever—with a new, effective channel of communication at your disposal."

Mr. Hanna outlined how the daytime TV audience had increased since 1941, "the prehistoric era of television," when N. W. Ayer bought half a dozen football telecasts for Atlantic Refining Co. on WPTZ (TV) Philadelphia. There were only 700 sets in Philadelphia then and no statistics on which of them was operating.

In 1948, the agency accumulated research on afternoon baseball telecasts showing that from 20 to 25% of all Philadelphia TV sets were in use, and "considerably" more than half the audience was women.

Since the advent of network daytime TV last fall, Mr. Hanna said, enough facts have been gathered "so we know that women can and will watch television during the daylight hours if you give them good programming."

For example, he reported, TV sets in use in New York from 4 to 5 p.m. were running about 12% before NBC-TV started the Kate Smith daytime hour.

"By January of this year the sets in use had risen to more than 20% and the Kate Smith show was an unquestioned success in producing daytime audience," he said.

**Detroit Case**

In Detroit, which has three stations compared with the seven in the New York area, the "Kate Smith show built sets in use from about 13% in September to 24% in January of this year," Mr. Hanna said. "The Garry Moore show on CBS increased sets in use from 8% in September to 15% in January."

In Milwaukee, a one-station market, sets in use were running about 9% before the Kate Smith show began. After the introduction of the program the sets in use rose to 24, 29 and 33% respectively for November, December and January, he reported.

One indication of impact is sponsor identification. Mr. Hanna pointed out that the average radio program does "fairly well" if 40% of the audience can correctly identify the sponsor.

In contrast, only four weeks after an Ayer client, Sealtest Div. of National Dairies, started sponsorship of the *Sealtest Big Top* on CBS-TV, a special survey found the show had 85% sponsor identification, with no mis-identification.

Mr. Hanna added that an "interesting gamble" was taken when the show was moved from Saturday evening, where it had started as a sustainer and built a "very large" audience, to the "unproved time" of Saturday noon.

"Already the audience is nearly as big on Saturday noon as it had been on Saturday evening," he reported. "And the time cost, of course, is only half as great."

# FILM SELLING

## *Effectiveness Rising, Kearney Says*

SALES effectiveness of TV film commercials is increasing as advertisers and agencies acquire know-how, but costs also are rising, Don L. Kearney, of The Katz Agency, New York, told the Assn. of National Advertisers convention at Hot Springs, Va., last Thursday.

Though it is generally felt that attractive and good-humored commercials pay off better for the advertiser, Mr. Kearney quoted findings of the Daniel Starch organization, based on some 10,000 interviews. He said the Starch study showed "entertainment and attention-getting devices per se add little or nothing to the selling effectiveness of TV commercials.

**Mr. Kearney**

"In general the best liked commercials with little or no dislike are low on the effectiveness scale. The best selling commercials usually have a pattern of above average like, a low neutral and a substantial dislike. They never forget that the function of a commercial is to sell merchandise."

BROADCASTING • TELECASTING and several other trade journals were cited by Mr. Kearney as offering a valuable contribution to raising the know-how on films.

Trend toward shooting of TV commercials on 35mm rather than 16mm film is developing, he said, though 58 of the 63 TV markets have only 16mm projection equipment. He declared advertisers and agencies have found they get better film quality, especially in sound reproduction.

Developing and editing can make or break the commercial, he reminded. Among economy devices mentioned are shooting more than one film at a time.

Mr. Kearney showed a series of typical TV film commercials, covering a wide range of costs.

**KEY ANA figures at Hot Springs convention (l to r): B. R. Donaldson, advertising director, Ford Motor Co. and chairman of program committee; Paul B. West, ANA president, and Albert Brown, vice president of Best Foods, ANA board chairman.**

# seven salesmen selling 29,000,000 people sixty-two hours per week

Here are radio's most consistent salesmen . . . early morning entertainers who spend a total of sixty-two hours each week selling scores of products to millions of people.

If your product needs a solid sales push in these major marketing areas, add these gentlemen to your sales staff. Your nearest NBC Spot Sales office has all the details.

1 2 3 4 5 6 7

**1 Skitch Henderson**
WNBC, New York
6:00-8:30 AM Mon.-Sat.
Station Audience:
9,812,128 people

**2 Bill Herson**
WRC, Washington
6:00-9:30 AM Mon.-Sat.
Station Audience:
1,017,994 people

**3 Ed Allen**
WMAQ, Chicago
5:45-6:15 AM Mon.-Sat.
Station Audience:
8,817,526 people

**4 Jay Miltner**
WTAM, Cleveland
6:45-7:55 AM Mon.-Sat.
Station Audience:
3,040,756 people

**5 Earle Pudney**
WGY, Schenectady-Albany-Troy
7:05-9:15 AM Mon.-Fri.
Station Audience:
1,455,744 people

**6 Starr Yelland**
KOA, Denver
6:30-7:00 AM Mon.-Fri.
6:30-6:45 AM Sat.
Station Audience:
1,571,514 people

**7 Clarence Leisure**
KNBC, San Francisco
8:00-8:30 AM Mon.-Fri.
Station Audience:
3,327,342 people

## NBC Spot Sales

NEW YORK CHICAGO CLEVELAND SAN FRANCISCO HOLLYWOOD

*Effective NEW WAY to buy Daytime Radio Coverage:*

# WASHINGTON, D. C. METROPOLITAN NETWORK

WGAY
WBCC
MONTGOMERY COUNTY MARYLAND
For the first time in the history of radio advertising, five stations within one market offer their combined audience— the second largest in Metropolitan Washington—as a unit buy AT LOWEST COST PER LISTENER*
WFAX
ARLINGTON COUNTY VA.
DISTRICT OF COLUMBIA
WARL
WPIK
FAIRFAX COUNTY VA.
PRINCE GEORGES COUNTY MARYLAND

**Met Net Advantages: 1.** Complete daytime coverage of central *and* suburban areas. **2.** Second highest average daytime audience in Metropolitan Washington. **3.** Simplified buying — 5-station coverage with one order, one transcription, one invoice. **4.** Spots may be bought for the same time on each station, or staggered. **5.** Low rates: ½-min. or time signals, $18.24; 1-min., $22.80; 5-min., $36.48 (26-time). Complete card on request.

**WARL** AM & FM. Arlington, Va. 780 KC, 1000 W.

**WBCC** AM & FM. Bethesda, Md. 1120 KC, 250 W.

**WFAX** Falls Church, Va. 1220 KC, 250 W.

**WGAY** Silver Spring, Md. 1050 KC, 1000 W.

**WPIK** Alexandria, Va. 730 KC, 1000 W.

* *For proof, or complete details, write or phone Jack Koste, Indie Sales Inc., national representatives, 60 E. 42nd St., NYC—MUrray Hill 2-4813; or J. Douglas Freeman, Commercial Manager, Munsey Bldg., 1329 E St. N. W., Washington, D. C.—STerling 1772.*


## Rear-Guard Attack

*(Continued from page 30)*

to this effect. ANA and American Assn. of Advertising Agencies would share directions of such a major study, which the committee estimated would cost $140,000.

Don Kearney, assistant sales manager for TV, The Katz Agency, presented typical techniques and costs of TV film commercials (see story page 30).

Samuel G. Barton, president of Industrial Surveys Co., told the radio-TV session sales of TV-advertised brands increase in television homes, on the basis of the company's consumer panel.

American Advertising was urged to "defrighten" the American people on present war dangers in an address by William L. Laurence, science writer of the New York Times and only newsman who had access to World War II atomic bomb developments.

Howard Chase, assistant for public information policy to C. E. Wilson, Director of Defense Mobilization, said the nation stands "at the threshold of a magnificent new phase of the industrial revolution." "Barring the absence of all-out war and using the 1950 dollar as a measuring stick, by the end of 1952 we shall have a national income of around $325 billion," he said. "Even after deducting the total expense of military requirements during that year we should have a civilian or non-defense economy of around $275 billion per year, about the same as in our year of peak civilian production, 1950."

### Cites Pending Bills

George S. McMillan, Bristol-Myers Co. vice president and chairman of the ANA Government Relations Committee, said advertisers should be concerned over a number of bills now pending in Congress. These included: Contract renegotiation law, as affecting admissible advertising payments before calculating profit; Doyle Bill (HR 2383) to amend Food and Drug Act and involving labeling or advertising promotion; McFarland Bill (S 658) and Celer Bill (HR 2948) amending the criminal code to apply to fraudulent radio advertising; Sheppard Bill (HR 10) amending Communications Act in relation to rebroadcasts of sponsored programs; proposed FCC-industry conference on TV practices including triple-spotting, necklines and horror shows.

Other items on the Washington scene, he said, include a bill being drafted by Rep. Thomas J. Lane (D-Mass.) to set up Federal Television Censorship Board; FCC hearings on TV thawing and educational allocations; new Federal Trade Commission policies to settle advertising disputes without legal formalities.

Isaac Watlington Digges, attorney, warned that many practices of business leaders and their advertising agencies are striking at the basic values of advertising itself. He urged "more restraint and good citizenship, particularly in respect of the new mediums of radio and television," suggesting that the courts are asserting themselves already without waiting for new legislation. At the same time he suggested judges should have a better understanding of the function of advertising and not condemn all advertising because of those who abuse it. He added the

*(Continued on page 34)*

## '51 AD BUDGET

### Up 10%, ANA Survey Shows

ADVERTISING budgets for 1951 will exceed 1950 by 10%, according to a survey of member companies of the Assn. of National Advertisers.

Addressing the ANA convention at Hot Springs, Va., last Wednesday, Lowell McElroy, ANA vice president, said over half the reporting companies (53%) report larger advertising expenditures than last year, with 35% holding 1950 levels and only 12% reporting a cut from last year.

Mr. McElroy said the 207 national advertisers covered by his survey reported some increase in budgets was necessary to maintain 1950 advertising activity because of rising costs.

Five out of six companies indicated the mobilization program had not affected the size of their advertising budgets.

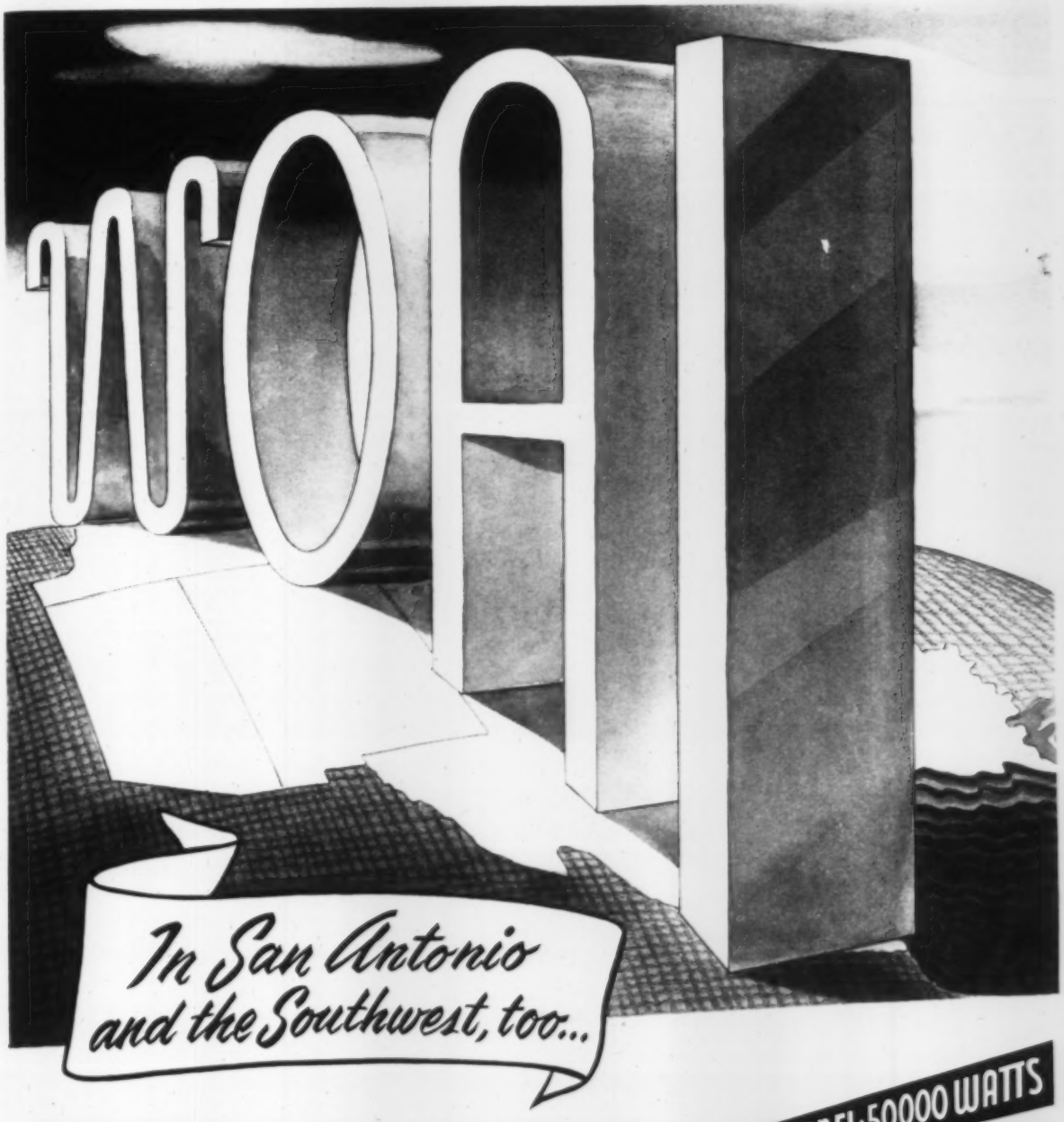
ANA members are still devoting most of the advertising to straight selling copy and plan to continue that policy, for the most part, according to the survey. Whereas 62% of companies devoted all their advertising to selling copy in 1950, 51% are doing it now and 42% expect to follow that theme right through 1951.

Whereas 29% of companies devoted most of their copy to straight selling in 1950, 30% are doing it now and 34% expect to follow this trend through the rest of 1951, the survey showed.

These results indicate there has been very little movement toward institutional copy of the type used to a heavy extent during World War II. They show that whereas 5% of advertisers used about half straight-selling copy in 1950, 10% are so doing now and 13% expect to follow this pattern through the remainder of 1951.

Mr. McElroy said nine companies out of 10 reported an increase in dollar sales volume in 1950 as compared with 1949, with an average increase of 17%. One company out of four expects severe product shortages this year.

Looking ahead through 1951, he found over seven of every 10 companies expect 1951 sales volume to exceed the 1950 level, with two out of ten expecting volume to be about the same. Of these two, product shortages are the main factor. Average increase in member company sales is expected to be 10% over 1950.




## ...COVERAGE...there's no substitute for.....

CLEAR CHANNEL · 50,000 WATTS

WOAI

SAN ANTONIO

The Southwest is a great and growing market. WOAI covers this market with its 50,000 watt clear-channel voice better, far better, than any other advertising medium. BMB shows 395,350 families listen to WOAI daytime - 740,700 families listen evenings - latest Hooper shows WOAI leading day and night! Daytime, WOAI leads in 34 of 40 rated ¼ hr. periods! Dollar for dollar, there's not a better advertising buy!

*Represented Nationally by*

**NBC-TQN** EDWARD PETRY & COMPANY, INC.
NEW YORK • CHICAGO • LOS ANGELES • ST. LOUIS
DALLAS • SAN FRANCISCO • DETROIT • ATLANTA

**EIGHT past chairmen of ANA took part in the annual spring meeting last week and were paid tribute in a mock funeral ceremony. L to r: Ken R. Dyke, Young & Rubicam; Turner Jones, Coca-Cola; Lee H. Bristol, Bristol-Myers Co.; Allan T. Preyer, Morse International; Allyn B. McIntire, Pepperell Mfg. Co.; Allan Brown, Union Carbide & Carbon Corp.; W. B. Potter, Eastman Kodak Co.; William A. Hart, duPont.**

## Rear-Guard Attack

*(Continued from page 32)*

Trade Commission should use restraint in scrutinizing advertising message, avoiding "over-zealous censorship" that robs commercials of the color and appeal needed to sell the goods of America's factories.

J. Cameron Thomson, president of Northwest Bancorporation and chairman of the Subcommittee on Monetary, Fiscal and Credit Policy of the Committee for Economic Development, said signs are appearing that the rise in prices and wages is flattening out.

Shortages of goods will be less acute than anticipated some months ago, according to Arthur C. Fatt, executive vice president of Grey Adv. Agency. He felt economic conditions will cut production in many lines as much as mandatory controls.

E. I. duPont de Nemours & Co. will continue its institutional advertising on the same basis as last year, according to William A. Hart, advertising director. This advertising consists primarily of the *Cavalcade of America* broadcast.

"Through this channel we hope to achieve a broad public awareness of the business problems which confront us today," he said. "A corresponding improvement is anticipated in the public's understanding of our company and the entire industrial community."

duPont's 1951 advertising is down 7% from last year, mainly because of product shortages, he said.

Maintenance of national, cooperative and trade paper advertising was advocated by retailers representing two-thirds of the nation's buying power, according to results of a survey conducted by Fred B. Manchee, executive vice president of BBDO, New York. Retailers want all the national advertising support they can get, according to Mr. Manchee, and generally agree the nation is still very much in a buyer's market. Moving merchandise on hand is still the problem of most retailers, he said.

Carl V. Haecker, merchandising display manager of RCA Victor, offered a formula for successful product selling, including market analysis, knowledge of product, planned approach, aggressive advertising, study of radio and TV impact and several distribution techniques.

In a discussion of priorities and other federal regulations in relation to shortages in advertising material, Seymour Mintz, advertising director of Admiral Corp., said the TV manufacturing industry expects to turn out 5½ million sets this year compared to 7½ million in 1950.

Lee H. Bristol, president of Bristol-Myers Co., in an inspiring talk to the advertisers, said the advertising industry is showing the government it is a good citizen with social consciousness. He paid tribute to work of the Advertising Council and reminded advertisers their role in this project pays off handsomely in public relations.


# The People of Charleston, S. C. *Respond to Radio*

THE AMERICAN RED CROSS

144 WENTWORTH ST. CHARLESTON 6, S. C.

March 8, 1951

Radio Broadcasting Stations:

WCSC
WNAN
WPAL
WTMA
WUSN

Gentlemen:

On behalf of the members of the Blood Program Committee of the Charleston Chapter of the American Red Cross, I write to express our appreciation for your valuable contribution to the success of the program.

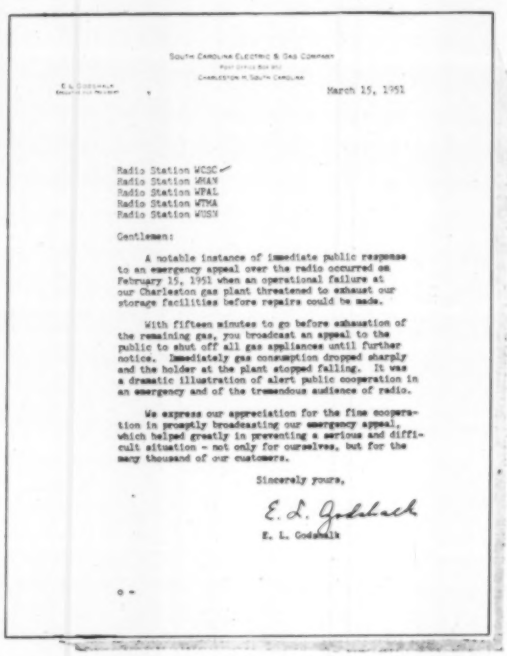
Last fall, as you know, the program bogged down and we were discouraged as to the future. During one morning when the Bloodmobile was here and we had run out of donors, an urgent appeal was made to the radio stations to come to our aid. They did so on short notice and as a result we finished that day with a number exceeding our quota.

Following the above the Charleston radio stations have continued to give us free time and have cooperated with us in every way. Every effort has been made through all channels to arouse the people to respond to the program. It is our opinion that the constant appeal over the radio has been the deciding factor in the response which we have obtained. Radio broadcasting has become such a necessary and integral part of our lives that the people are guided to a very great extent by what they hear over the air.

Sincerely,

W. D. Pringle, M.D.
Chairman of the Blood Program.

WDP:f



SOUTH CAROLINA ELECTRIC & GAS COMPANY

CHARLESTON 14, SOUTH CAROLINA

March 15, 1951

Radio Station WCSC
Radio Station WNAN
Radio Station WPAL
Radio Station WTMA
Radio Station WUSN

Gentlemen:

A notable instance of immediate public response to an emergency appeal over the radio occurred on February 15, 1951 when an operational failure at our Charleston gas plant threatened to exhaust our storage facilities before repairs could be made.

With fifteen minutes to go before exhaustion of the remaining gas, you broadcast an appeal to the public to shut off all gas appliances until further notice. Immediately gas consumption dropped sharply and the holder at the plant stopped falling. It was a dramatic illustration of alert public cooperation in an emergency and of the tremendous audience of radio.

We express our appreciation for the fine cooperation in promptly broadcasting our emergency appeal, which helped greatly in preventing a serious and difficult situation - not only for ourselves, but for the many thousand of our customers.

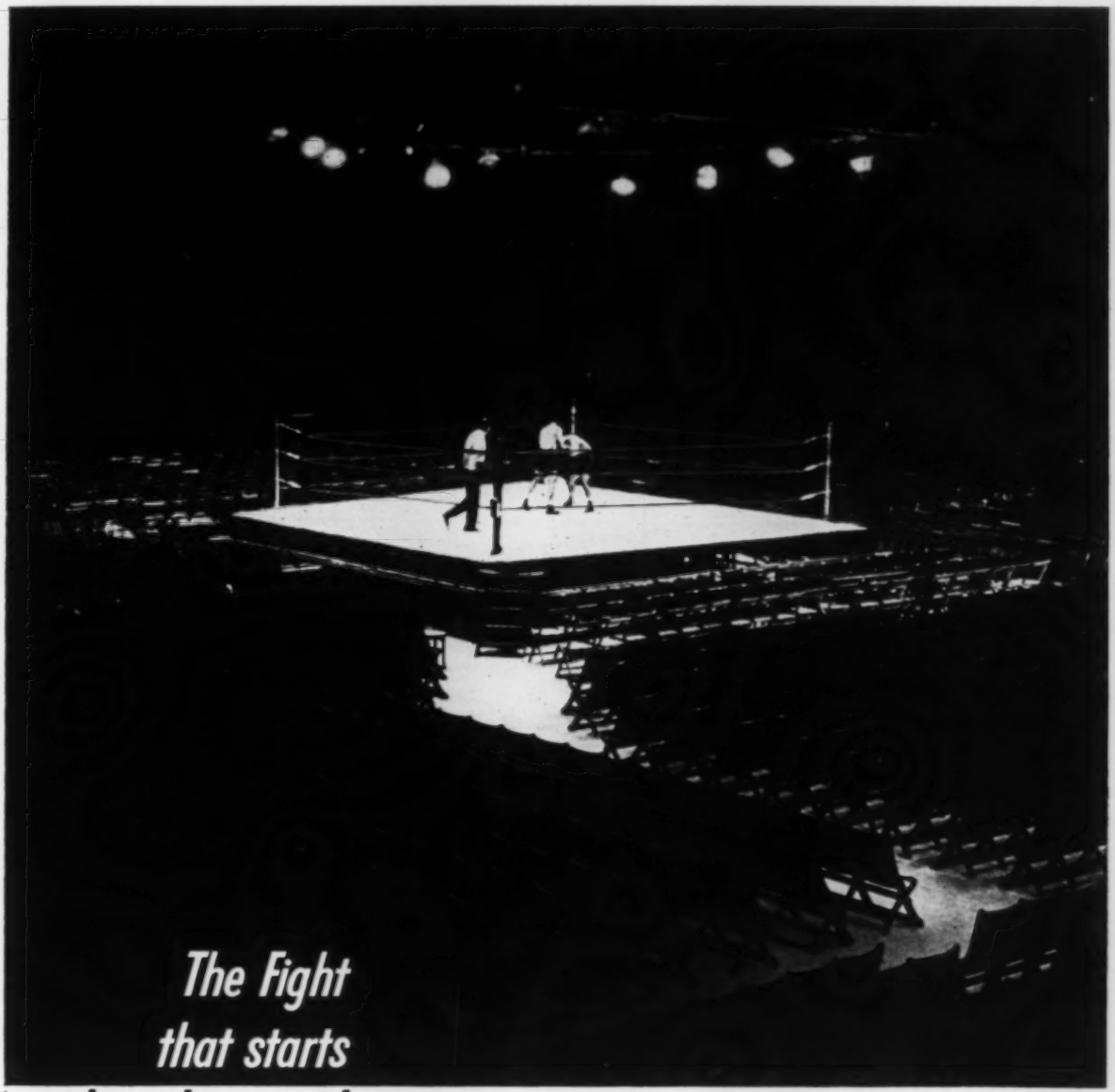
Sincerely yours,

E. L. Godsbach

E. L. Godsbach

This space is paid for by WCSC and WCSC-FM to show advertisers and their agencies that in Charleston, S. C., radio is the way to reach people. We hope that buyers will use WCSC and WCSC-FM, but in their own interest, they should buy radio to reach the Charleston, S. C., market.

*John M. Rivers, Owner*



# The Fight that starts when the crowd goes home

For one man, the fight just begins when the last punch is landed at Madison Square Garden.

His fight, however, is against time.

He rushes the film of that last Friday bout to the laboratory, and adds it to films made all week at the famous arena. The result: an exciting film program called: "This Week at Madison Square Garden."

And in just a few days, television viewers all over the country are cheering the thrilling events!

With so little time between that last punch and the TV deadlines, his fight against time seems hopeless. Yet he wins it every week—thanks to Air Express!

Air Express speed gives him time to edit and process his films, and get them safely and cheaply to stations everywhere.

And the same speed that meets TV deadlines can help production deadlines, too! Whether your business is films or factories, here are the unique advantages you can enjoy with regular use of Air Express!

IT'S FASTEST—Air Express gives the fastest, most complete door-to-door pick up and delivery service in all cities and principal towns, *at no extra cost.*

IT'S MORE CONVENIENT—One call to Air Express Division of the Railway Express Agency, arranges everything.

IT'S DEPENDABLE—Air Express provides one-carrier responsibility all the way and gets a *receipt upon delivery.*

IT'S PROFITABLE—Air Express expands profit-making opportunities in distribution and merchandising.

For more facts call Air Express Division of Railway Express Agency.

AIR EXPRESS

GETS THERE FIRST

# Dave

Dave Campbell's "Sportsfolio Serenade" on WAPI is the most listened-to sports show in Birmingham ...with a 35% share of the audience in its time period, according to the most recent Pulse.*

# Campbell's

Campbell's had more than eleven years of all-sports experience behind him, including major league play-by-play announcing. So it's not at all surprising he's Birmingham's top-rated sportscaster.

# Leading

Leading off each show with five minutes of sports headlines, Dave spins a record or two, gives last-minute scores, interviews local and visiting sports celebrities in a fast-moving quarter-hour.

# the

The show goes on each night, Monday through Saturday, from 10:15 to 10:30 p.m.—one of the choice evening time periods in Birmingham, following fifteen minutes of CBS and local news.

# League

League-leader Dave Campbell on WAPI is a hot availability right *now*, with baseball in the air again. If you'd like him to go to bat for your product, just call the nearest Radio Sales office or...

*Jan.-Feb. 1951

# WAPI

**"The Voice of Alabama"**
**CBS in Birmingham**
**Represented by Radio Sales**

**WHEN S. John Schile isn't busy being vice president in charge of sales for the Rocky Mountain Broadcasting System, he likes nothing better than to emcee a rodeo. Here he is shown emceeing the Days of '47 Show in Salt Lake City, which played to 70,000 fans in four days.**

# PERON HIT

## *IAAB Resolution Denounces Radio-Press Censorship*

ARGENTINE Dictator Juan Peron's "repeated political attacks against radio and press, culminating with closing the daily *La Prensa*" were formally condemned last week by the Inter-American Assn. of Broadcasters.

The emphatic resolution passed by the second general assembly of the association, which concluded last Tuesday in Sao Paulo, Brazil, did not mention the Argentine president by name, but there could be no doubt that he was the target of the resolution.

This was the second time the association had denounced the Argentina regime for oppression of free speech. In 1948 the broadcasters issued a stern resolution opposing the elimination of private broadcasting in that country.

In its resolution last week, the association pointed out that an "indestructible relationship" existed between free expression of thought and maintenance of the democratic system and that the "suppession of freedom in the communication of ideas makes it impossible for this system to survive."

As protectors and conveyors of free information, radio and press have a common interest, the resolution added.

The association recommended that radio call attention to the plight of *La Prensa* and of free speech in Argentina by broadcasting some of the editorials on that subject that *La Prensa* had published.

### Mestre Re-elected

In other actions, the assembly re-elected Goar Mestre, of Cuba, president; Emilio Azcarraga, Mexico, first vice president, and Raul Fontana, of Uruguay, second vice president. The directive council was enlarged from five members (Cuba, Brazil, Uruguay, Mexico and the U. S.) to 11 (adding Chile, Peru, Venezuela, San Salvador, Puerto Rico and Panama).

Gilmore N. Nunn, WLAP Lexington, Ky., was re-elected U. S. representative on the Inter-American Assn. directive council for a four-year term. An alternate to Mr. Nunn will be appointed by NARTB.

The expanded directive council will meet annually, although meetings of the general assembly will continue on a biennial schedule.

The association also asked the Canadian Assn. of Broadcasters to present a resolution to the Canadian Parliament calling for the appointment of an independent radio licensing and regulatory authority (counterpart to the U. S. FCC) and the elimination of the power of the government-sponsored Canadian Broadcasting Corp. to regulate competition.

Principal addresses at the assembly were delivered by Mr. Mestre and by Justin Miller, NARTB (NAB) president.

# HADACOL CONTEST

## *Stations Offered No Pay*

DUDLEY J. LEBLANC, who has made a fortune out of Hadacol, has launched a new promotion contest for his product in which he hopes that stations will participate without remuneration except for the elusive possibility of winning prizes.

Mr. LeBlanc's latest advertising exertion came to light last week when several radio stations reported to BROADCASTING • TELECASTING that they had ignored the invitation.

Stations have been circularized with a brochure from the LeBlanc Corp. notifying them that the contest will run from March 20 to May 5. According to the brochure, "$35,000 in prizes will be distributed among the radio stations putting forth more merchandising efforts to promote the sale of Hadacol during the above-mentioned period."

### Selling Plans Wanted

In a covering letter accompanying the brochure, Mr. LeBlanc states: "What we are mostly after, of course, is some schemes and stunts that will sell Hadacol."

An excerpt from the brochure gives suggested types of merchandising efforts for stations to use:

"Contact the drug wholesalers and grocery jobbers handling drugs. Explain to them what you are doing to promote Hadacol and ask them to send in an order.

"Contact retail druggists and grocery stores handling drugs, giving us the number of calls made each day. Make an effort for them to order Hadacol through their local wholesaler or jobber.

"We will furnish you 10 short spots. On your report, tell us how many times each day these free spots have been read over your station and how many other times Hadacol has been mentioned."

In Mr. LeBlanc's covering letter, he gave a few hot tips on things stations could do.

"Here is a good one," he suggested. "Start announcing on your station that for four Hadacol box tops you will send the children a T-shirt with his or her name on it. All you have to do is to ask the child to tell his age and his first name and we will send him or her a Hadacol T-shirt for four Hadacol box tops. Send us the name and age of your child and I will send you free one of these attractive T-shirts. . . .

"In announcing on your station the T-shirt for four Hadacol box tops, it might be a good idea if you had a T-shirt displayed in your window with a big sign: 'This is the T-shirt we will give for only four Hadacol box tops.'"

Mr. LeBlanc told the stations he "filmly" believed that "the advertising world will look with great favor on what the radio stations can do after this contest is over."


**FOR SALES - RESULTS ! ! !**

CONTACT OUR NEAREST OFFICE

**Joseph Hershey McGillvra, Inc.**

PIONEER

RADIO AM-FM-TV REPRESENTATIVES

Chicago, Ill. — Los Angeles, Calif. — San Francisco, Calif.

EXECUTIVE OFFICES—366 MADISON AVENUE, NEW YORK 17

MURRAY HILL 2-8755

*now* BEGINNING MONDAY, APRIL 9

# MARY MARGARET McBRIDE

## available for coast-to-coast sponsorship

*Locally...regionally*

*...nationally*

(*excluding New York and Chicago*)

**One-half hour every afternoon, MONDAY thru FRIDAY, on the ABC Radio Network**

**The greatest single selling force in history,** Mary Margaret McBride, is available for LOCAL sponsorship from coast to coast. If you have a product to sell women, here is your chance of a lifetime. For Mary Margaret is more than "*The First Lady of Radio*"... she is "The First SALES Lady of Radio."

**Here's how the program is being sold.** *Mary Margaret McBride* is available—at low, local Co-op rates — on all ABC Radio Stations (except New York and Chicago areas). You may buy the full 30 minutes . . . either of the 15-minute segments . . . or individual one-minute spots. There are four one-minute commercials, two in each quarter hour.

**Never, never, never** underestimate the power, the persuasion, the impact, the charm of Mary Margaret McBride. Recently voted "*The outstanding woman of the year in radio,*" Mary Margaret is believed—and beloved—as no other woman in advertising. For local sponsors, the program offers a unique opportunity to build sales, prestige and good will; Mary Margaret's list of guests is the most impressive, most exciting in radio.

**Important!** For an advertiser who buys 100 or more markets, *Mary Margaret will deliver the commercials personally!*

**Act now!** *Don't* be caught napping. For details of national or regional sponsorship, call, wire or write ABC Radio Co-op Sales (New York—Trafalgar 3-7000). For details on local sponsorship, call your local ABC station.

ABC RADIO CO-OP SALES

7 WEST 66th STREET · NEW YORK 23

American Broadcasting Company

# McFARLAND BILL

### Hearings Open Tomorrow

BROADCASTERS will have their say on the McFarland Bill (S 658), which would realign FCC procedures, beginning tomorrow (Tuesday) with the opening of hearings on the measure by the full House Interstate & Foreign Comerce Committee [BROADCASTING • TELECASTING, Jan. 29 et seq.].

The hearings are scheduled to begin at 10 a.m., Room 1334, in the New House Office Bldg.

Heading the list of radio representatives is Judge Justin Miller, NAB president. Also filing as a witness is Ralph W. Hardy, NAB government relations director.

Judge Miller and Mr. Hardy will be accompanied by broadcasters as representatives of individual state association units. They are Victor C. Diehm, WAZL Hazleton, Pa., as spokesman for the Pennsylvania Broadcasters Assn.; Leon M. Sipes, KELD El Dorado, Ark., speaking for Arkansas Broadcasters Assn.; James R. Curtis, KFRO Longview, Tex., who will file a statement. NAB probably will testify Wednesday.

It is expected that FCC Chairman Wayne Coy will be the lead-off witness. Others slated to appear are Joseph H. Ream, executive vice president, CBS; Gordon P. Brown, WSAY Rochester, N. Y., president and general manager and consistent proponent of network licensing; Judge Frank Roberson, of Spearman & Roberson law firm, Washington, on behalf of the Federal Communications Bar Assn.; Elmore Whitehurst, assistant director, administrative office of the U. S. Courts, and a spokesman for the Civil Service Commission.

There was a possibility that statements may be filed with the committee by RCA and others.

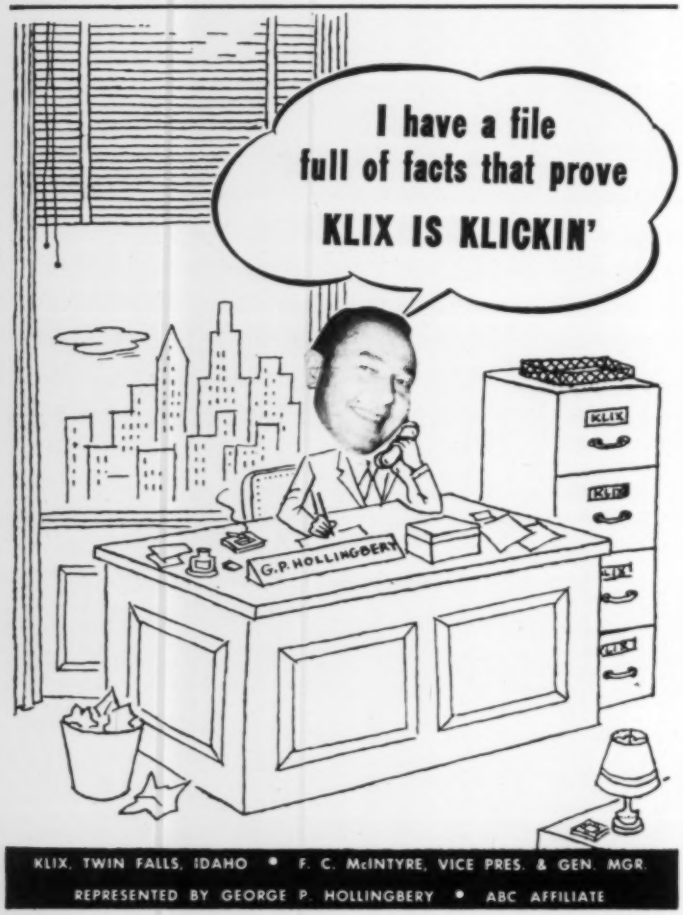
**FCC ACTIONS**

**GRANT to sale of WSAI-AM-FM Cincinnati by Field Enterprises Inc. for $225,000-plus to Fort Industry Co. among actions by FCC last week. Initial decisions to approve two new AM stations also reported. These and other details are in Actions of FCC starting on page 84 and FCC Roundup on page 91.**

# MILDRED MITCHELL

### Buried on Long Island

FUNERAL services for Mrs. Mildred Mitchell, 35, wife of Maurice B. Mitchell, vice president and general manager of Associated Program Services, was held March 25 in New York, with burial at Long Island. Mrs. Mitchell died March 23 in Hahnneman Hospital, Philadelphia, after a long illness. Survivors include Mr. Mitchell and one son, Lee Mitchell, 8.

KLIX, TWIN FALLS, IDAHO • F. C. McINTYRE, VICE PRES. & GEN. MGR.
REPRESENTED BY GEORGE P. HOLLINGBERY • ABC AFFILIATE


# CBS MEET

### Annual Stockholders Gathering Set April 18, New York

ANNUAL CBS stockholders meeting will be held April 18 at 2 p.m. at the network offices, 485 Madison Ave., New York, it was announced last week.

To be included on the agenda, according to a statement to stockholders, are elections of Class A and Class B directors; proposed stock options to employes, including officers; ratification of stock options already granted to President Frank Stanton and Executive Vice President Joseph H. Ream; proposed amending of certificate of incorporation to exempt, for purposes of such options, from preemptive rights 150,000 shares of authorized and unissued Class A stock, $2.50 par value, and 10,000 shares of authorized and unissued Class B stock, $2.50 par value; and the election of independent public accountants to serve as auditors for the ensuing year.

Aggregate remuneration of top CBS officers as of Dec. 30, 1950, also was set forth.

In fees, salaries and commissions Board Chairman William S. Paley received $100,000.16; Mr. Stanton, $100,000.16; Mr. Ream, $52,192.38; Edward Wallerstein, president of Columbia Records Inc., $60,000, and Edward R. Murrow, director, news broadcaster and recording artist, $135,086.56. In bonuses and shares in profits, Mr. Stanton received $51,597.07; Mr. Ream, $17,475.63; Mr. Wallerstein, $4,421. In amounts paid or set aside under pension and insurance plans, Mr. Paley was credited with $17,613.19; Mr. Stanton with $13,274.36; Mr. Ream with $10,320.82; Mr. Wallerstein with $13,867.73, and Mr. Murrow $120.08. In estimated annual benefits under the pension plan upon retirement, Mr. Paley was listed as entitled to $30,300; Mr. Stanton as $31,740; Mr. Ream as $19,680; Mr. Wallerstein as $9,720.00, and Mr. Murrow had no listing.

Purpose of stock options, the statement went on to say, is to encourage "key employes (including officers) of the corporation and its subsidiaries to acquire (or increase) a proprietary interest in the corporation on reasonable terms, and to benefit the corporation through the increased incentive and interest in the corporation on the part of such employes. . . ."

Proposals for granting options will not become effective unless holders of two-thirds of outstanding Class A and Class B shares approve the measure, it said, except in respect to options already granted Mr. Stanton and Mr. Ream.

In the latter case, if amending the certification of incorporation so as to allow such options to employes is not approved, 10,000 shares of Class B stock from the corporation's treasury will be held subject to those options.

# TALENT PACTS

### NBC Signs 2, CBS One

NBC last week signed Margaret Truman and Burr Tillstrom, while CBS-TV initiated its projected television star system with the signing of Mary Sinclair, according to announcements by the respective networks in New York.

Miss Truman, whose exclusive contract calls for both radio and television guest appearances, will appear twice during the remaining 1950-51 season, and will make a minimum of nine appearances during the 1951-52 season, it was announced. The agreement includes renewal options for the following four years. Money arrangements were not disclosed.

Details of Mr. Tillstrom's contract, which was described as "long-term," were not released. Mr. Tillstrom is creator of *Kukla, Fran and Ollie.*

With the signing of Miss Sinclair to a "long-term, exclusive contract," CBS-TV announced its first step toward "a star system intended to recognize those talents that have matured within our own medium. . . ."

# LUCIAN KING

### Kudner Consultant Dies

LUCIAN L. KING, 62, media consultant for Kudner Agency, New York, died last Tuesday in Beth David Hospital, New York, after a long illness.

Mr. King entered advertising with Goodyear Tire & Rubber Co. in 1911 and subsequently became advertising manager.

Following his association there, he served as account executive with Erwin, Wasey & Co., New York, and in 1932 joined Benton & Bowles to become treasurer, space-buyer and account executive.

Mr. King later joined the Arthur E. Kudner Agency, where he was media chief until ill health forced him to resign in 1943.

Surviving is his widow, Mrs. Mary R. King.


**KUOA**

**SILOAM SPRINGS, ARK.**

ONE OF THIS WEEK'S ADVERTISERS

**5000 WATTS**

**M.B.S. AFFILIATE**

Serving 4-State Area
Mo. Ark. Kan. Okla.

**Associated With KGER**
**Long Beach, Calif.**

# Salesmaker to the Central South

With only one WSM program a week, a paint manufacturer over a three year period increased dealership in the Central South by 82%.

**RADIO STATIONS EVERYWHERE... BUT ONLY ONE**

**WSM**
**NASHVILLE**

...With a talent staff of 200 top name entertainers... production facilities that originate 17 network shows each week... a loyal audience of millions that sets its dial at 650 — and leaves it there!

Clear Channel • 50,000 Watts
Irving Waugh, Commercial Manager
Edward Petry & Co., National Representatives.

EVERY DAY EVERY NIGHT

BMB 6 or 7 DAYS a week:

WOW.....306,060
Second Station..202,630
103,430 EXTRA PAIRS OF EARS

BMB 6 or 7 NIGHTS a week:

WOW.....259,420
Second Station..160,570
98,850 EXTRA PAIRS OF EARS

*For the shock-proof Omaha-Plus Market...*

RELY ON THIS UNBEATABLE COMBINATION

1 590 KILOCYCLES – a strong signal for 200 miles!

2 BASIC NBC AFFILIATE – listening habits 27 years in the making!

3 ALERT, ACTIVE LEADERSHIP – Maintained 27 years by constant, aggressive, promotion and merchandising.

RADIO WOW OMAHA

FRANK P. FOGARTY, General Manager JOHN BLAIR CO., Representatives

# ABC'S GROSS

## Reports $45,879,660 For 1950

ABC GROSS INCOME, less discounts and rebates, of $45,879,660 in 1950 as compared with $40,267,488 in 1949 has been reported in the company's annual report to stockholders.

Net income after federal income taxes for the year ended Dec. 31, 1950, was $84,605 [BROADCASTING • TELECASTING, March 26]. This compared with a 1949 deficit of $519,085 after a $327,000 adjustment for recovery of federal income taxes under the carry-back provisions of the Internal Revenue Code, the statement said.

Current assets as of Dec. 31, 1950, totalled $9,325,334 and liabilities $5,761,855, with net working capital of $3,563,479, according to the summary by Edward J. Noble, chairman of the board.

"With an expansion of advertising budgets, we anticipate a growing volume of business on ABC Radio and Television in 1951. Television will continue to require substantial expenditures but our present estimates indicate satisfactory and profitable operations in 1951," Mr. Noble said.

ABC-TV, which entered 1950 with 13 clients, had 41 advertisers for scheduled network programs at the close of the year, the statement continued. "In June, 1950, ABC-TV established a sales record when it signed 16 new network contracts in 16 days. This unequalled sales performance bore fruit later in the year with another new record: Nine sponsored television programs premiered on ABC-TV in the space of a single week in October.

"During 1950 the ABC Television Network increased to 63 stations from 52 at the close of 1949. These include five television stations wholly owned by your company in New York, Chicago, Detroit, Los Angeles and San Francisco—five of the first six retail sales markets in the United States.

"As a result, the ABC Television Network covered an area with a population of 72,702,800, and containing 10,549,500 television receiving sets at the year's end. Vitapix, the ABC improved method of television recording, provides service to an additional population area of 15,673,300 which includes an estimated 1,394,500 video receivers, through the 16 affiliated stations located in cities not covered by coaxial cable," the report went on.

### Expands Studios

Major improvements of the last year, it said, included "four fully equipped studios" added to ABC owned and operated TV stations.

Two separate divisions, ABC Radio and ABC Television, were created during 1950, "in order to give greater independence to its radio and television activities. This step already has proven its worth in creativeness and efficiency."

Operations cost was listed as $35,719,434 for 1950, with $5,448,242 in commissions to advertising agencies; and selling, general administrative expenses (including depreciation and amortization of $70,911) of $4,265,376.

Gross profit from operations in 1950 was $446,608; other income was $19,053. Other deductions apart from the above, including $276,179 interest on long-term debt and $56,877 miscellaneous, totalled $333,056. Provision for federal income taxes was $48,000.

Earned surplus as of Dec. 31, 1949, was $3,542,954; and as of Dec. 31, 1950 (not available for dividends under terms of loan agreements) was $3,627,559.

## LIAISON UNIT

### KMPC Civic Board Formed

ENDEAVORING to "develop an even closer liaison with civic activities," KMPC Hollywood has formed an advisory board of 12 local civic leaders and station personnel. Formation of the board, part of an overall program announced for the three G. A. Richards-owned stations, KMPC, WJR Detroit and WGAR Cleveland [BROADCASTING • TELECASTING, Feb. 19] was announced by Robert O. Reynolds, KMPC vice president and general manager.

Mr. Richards will serve as general chairman of the board. Other station representatives include Loyd Sigmon, vice president and assistant general manager; Mark L. Haas, vice president in charge of broadcasts; John Baird, director of public affairs.

Local leaders serving on board are:

Mayor Fletcher Bowron; Mrs. Leiland Atherton Irish, director, Olive Hill Foundation and executive vice president, Opera Guild of Southern California; William C. Mullendore, president, Southern Calif. Edison Co.; Mrs. Eunice Deane, journalist; Rear Admiral Robert Berry, director, Civic defense, Los Angeles; Dr. William Lindsay Young, vice president, National Conference of Christians and Jews; Paul S. Armstrong, general manager, California Fruit Growers Exchange; Dr. Vierling Kersey, president, Valley College.

## Tony Wheeler

TONY WHEELER, 41, former engineer and veteran announcer at WINR Binghamton, N. Y., died in a city hospital March 23 after a short illness. Mr. Wheeler had replaced his son, Bill, at WINR following his induction into the Army a week earlier. He broke into the industry as an engineer in the '30's and later was associated with stations in Philadelphia, Rochester and Hollywood before joining WINR.

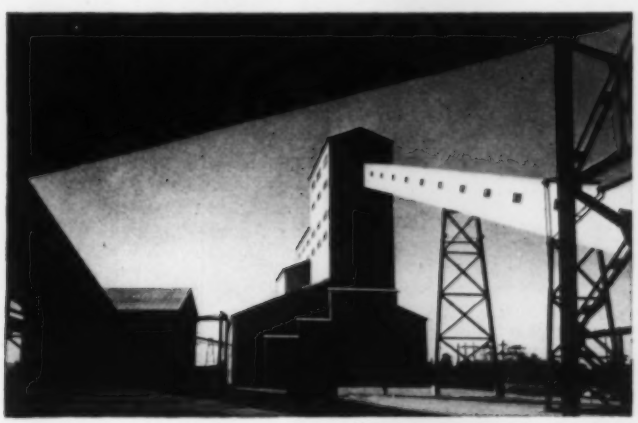
# OLD SLAG PILES HELP MAKE STEEL FOR JETS

New ideas and hard work are pushing up America's steel production at the fastest rate in history. Steel mills have big appetites . . . This page tells some interesting things about what is being done to feed them.

**1** **SUPERHOT:** This man uses a micrometer to get the blades of this impeller for a turbo-jet plane just right. It must stay true in an inferno of blazing gases. Enormous quantities of the toughest alloy steels are needed for defense. See picture #2 for new source of scarce alloying metal.

**2** **READ THIS PICTURE BACKWARDS:** Years ago this stream of molten waste was poured on a slag pile. Today, slag is being re-processed to recover the small amounts of scarce alloying metals that make steel tough enough for tanks, planes and guns.

**3** **WET-WASH FOR FUEL:** Over 600,000 Americans, working for more than 200 steel companies, are in a competitive race to produce more steel. That results in new ideas, new methods. This plant cleans coal so that furnaces can step up production by hundreds of tons per day.



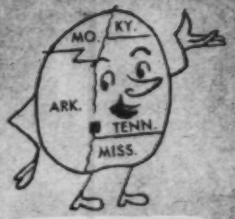
Inflation comes when goods are scarce. The zooming steel production of America's independent steel industry has left the rest of the world far behind. Some day this steel production will lick the armament problem and make steel for home and business plentiful again.

*If you want more facts on the growth of American steel production, write for reprints from Steelways magazine titled, "Metallurgy Bucks A Heat Wave", "Mn and the Iron Curtain", and "Coal Comes Clean",* American Iron and Steel Institute 350 Fifth Avenue, New York 1, N.Y.

KEEPIN' MEMPHIS MARKET MINDED

with

*Eddie Hill*



Sponsored by the Philco dealers of the Mid-South on WMC-WMCF since September 1950. 11:30 to 12:00 Noon, Monday through Friday.

To know your market, it's necessary to know the people who make up that market.

Eddie Hill is a sample of the type shows that WMC is constantly programming to the more than 800,000 radio homes in the Memphis market area. Today, Eddie Hill is a triple-threat star, who has proved his ability to move merchandise in the Memphis market area.

Featured as a disc jockey on WMC-WMCF for Jerrell's Dry Skim Milk.

**and here's what the sponsor thinks of Eddie**

"We think Eddie Hill is one of the truly great personalities to be developed on WMC-WMCF in the past twenty years. We see tangible results of his endorsement for Philco products in the form of increased sales. We like him."

*(signed)* Cy Shobe
Shobe, Inc.
Memphis, Tennessee

On Television Station WMCT, Monday through Friday, from 5:00 to 5:15 p.m. for Ferrell & Lowenstein, "The Diamond Store of the South".

WMC MEMPHIS

WMCF 260 KW Simultaneously Duplicating AM Schedule

WMCT First TV Station in Memphis and the Mid-South

National Representatives, The Branham Company

Owned and Operated by The Commercial Appeal

NBC—5000
WATTS—790


# NBC PREVIEW

## Sales Presentation Seen

MANAGEMENT of NBC Midwest affiliates previewed the network's 1951 sales presentation at a morning session in Chicago March 23 when John K. Herbert, vice president and general sales manager for radio, outlined projected sales, promotion and programming plans. Carleton D. Smith, vice president in charge of station relations, also addressed the group, which included the following persons.

S. C. Fantle Jr., KELO Sioux Falls; John Alexander, KODY North Platte; Cal Smith and Dave Gentling, KROC Rochester; E. Manne Russo, WDAF Kansas City; Tom Barnes, WDAY Fargo; Fred C. Mueller, WEEK Peoria; Kenneth F. Schmidt, WIBA Madison; Howard Dahl, WKBH La-Crosse; Joseph Mackin and William E. Walker, WMAM Marinette; Frank P. Fogarty, WOW Omaha; Ben F. Hovel, WSAU Wausau.

Russell G. Winnie, WTMJ Milwaukee; Ralph Evans, Paul Loyet and William D. Wagner, WHO DesMoines and WOC Davenport; Ernest C. Sanders, WOC Davenport; F. E. Fitzsimonds, KFYR Bismarck; Walter C. Bridges, WEBC Duluth; Harry S. Hyett, WEAU Eau Claire; Fred Schilpin, KFAM St. Cloud; Wilfred Woods, WHO Des Moines.

Milton L. Greenbaum, WSAM Saginaw; Dwight Martin and Harry Smith, WLW Cincinnati; Richard W. Holloway, WTRC Elkhart; Willard C. Worcester, WIRE Indianapolis; William F. Rippetoe, WBOW Terre Haute; Willard Schroeder, WOOD Grand Rapids; Jon R. McKinley and Charles Hill, WTAC Flint; Martin L. Leich, WGBF Evansville; Joan Meagher, KYSM Mankato; Harry Bannister, Don DeGroot and Wendell Parmalee, WWJ Detroit.

**AMON CARTER (center), who helped organize the Fort Worth Advertising Club in 1909 and served as its first secretary-treasurer, has been made an honorary life member. Former President Jim Edwards (l) presents a life membership and a gold medallion to Mr. Carter, who owns WBAP-AM-TV Fort Worth. First to congratulate Mr. Carter is A. L. Shuman, the club's only other honorary life member.**

In Philadelphia, on March 21, Charles R. Denny, NBC executive vice president, told a 1951 radio sales presentation meeting that "Radio's advantages grow even larger in the present period of war mobilization."

Mr. Denny said that no present medium, including television, gives the advertiser the mass coverage and selling motivation at such low cost as does network radio.

# WADE ADV. CLOSES

## *Accounts Assigned To New Agency*

WADE ADV., 42-year-old Chicago agency, went out of business last week with the retirement of its sole owner, Albert G. Wade, and all accounts were assigned to Geoffrey Wade Adv., a new agency owned by Mr. Wade's grandson, Albert G. (Jeff) Wade II.

The elder Mr. Wade organized his own agency in 1909, and is retiring now, at the age of 84, because of ill health. He has been inactive in his advertising business for several years. The managerial responsibilities were taken over by his son, the late Walter Wade, Jeff Wade's father. Since his death, Jeff Wade has acted as general manager of Wade Adv.

Jeff Wade

Offices and personnel of Geoffrey Wade Adv. remain the same as with the former agency. Headquarters are in Chicago, with a Pacific Coast office in Hollywood.

The accounts which transferred from Wade Adv. include Miles Labs, Elkhart, Ind., which manufactures Alka-Seltzer, One-a-Day vitamins, Tabcin, Bactine and Nervine; Murphy Products Co., livestock and poultry feed; Encyclopaedia Britannica Inc., publishers of *Encyclopaedia Britannica* and *Britannica Jr.*, and DeMet's Inc., candy manufacturer and originator of "Turtles."

Jeff Wade, who has the title of general manager, entered radio in 1937 as a continuity writer and producer at WLS Chicago after attending Western Military Academy and Beloit College. In 1939 he joined Wade Adv. as a copywriter. Three years later he developed the package show, *Quiz Kids*, with the originator, Louis G. Cowan.

During World War II, Mr. Wade worked with the Office of War Information as chief of the radio section for propaganda in the Balkans and Middle East, headquartering in Cairo, Egypt. When he returned, he rejoined Wade agency as assistant general manager in charge of radio and television.

Paul McCluer, who recently resigned from NBC as director of AM network sales at the Central Division, is the agency's assistant general manager in charge of radio and TV.

**PENNSYLVANIA:** Acme • Aliquippa • Ambridge • Anita • Apollo • Armbrust • Arnold • Aspinwall • Avalon • Avella • Avonmore • Baden • Beaver Beaver Falls • Bedford • Bellefonte • Belle Vernon • Bentleyville • Black Lick • Blairsville • Boston • Brackenridge • Brownsville • Butler • Cabot • California Cambridge Springs • Canton • Carlisle • Charleroi • Cheswick • Clarion • Clarksburg • Claysburg • Claysville • Clearfield • Clune • Clymer • Connellsville Conway • Coraopolis • Corsica • Cresson • Dawson • Donora • Dunbar • East Brady • East Millsboro • East Pittsburgh • Ebensburg • Ellwood City Emlenton • Evans City • Everson • Fairchance • Fair Oaks • Fayette City • Ford City • Franklin • Fredericktown • Fredonia • Freedom • Freeport • Garrett Gibsonia • Glassmere • Glassport • Glenshaw • Greensboro • Greensburg • Grove City • Hanlin Station • Hannastown • Harmony • Hawthorne • Haysville Herminie • Hillside • Hollidaysburg • Holsopple • Homer City • Homestead • Houtzdale • Indiana • Ingomar • James Creek • Jeannette • Johnsonburg Juneau • Karns City • Kaylor • Kelly Station • Kittanning • Knox • La Belle • La Mont • Lamont Furnace • Lanse • Larimer • Latrobe • Lebanon • Leechburg Library • Ligonier • Loretto • Lyndora • McKeesport • McKees Rocks • Marienville • Martin • Mather • Meadville • Mercer • Midway • Mifflinburg • Mill Run Mineral Point • Monaca • Monessen • Monongahela • Moshannon • Mount Pleasant • Muse • New Alexandria • New Bethlehem • New Brighton • New Castle • New Galilee • New Kensington • New Stanton • New Wilmington • North Braddock • Nu Mine • Oakmont • Ogdensburg • Oil City • Petrolia Philadelphia • Pitcairn • Pittsburgh • Pittston • Plumville • Portersville • Punxsutawney • Renovo • Reynoldsville • Rimersburg • Ronco Roscoe • Rouseville • Robinson • Rochester • Saint Marys • Salina • Salisbury • Sarver • Saxonburg • Schenley • Scottdale Scranton • Sharon • Sharpsville • Sheffield • Slickville Sligo • Slovan State College • Summerville • Swissvale • Sykesville Somerset • Spartansburg • Springdale • Tamaqua • Tarentum Templeton • Titusville • Tyrone Wireton • Youngwood • Uniontown • Valencia • Valier • • Williamsburg • Williamsport West Sunbury • Wexford Vandergrift • • Warrendale • Washington Verona • • Waynesburg • West Bridgewater • West Newton Zelienople • **ARKANSAS:** Arkansas City Elaine • Jonesboro • **CALIFORNIA:** Beverly Hills • Santa Monica **DELAWARE:** Dover **FLORIDA:** Coral Gables • Eau Gallie **CONNECTICUT:** New Britain Derby • Moodus • • New Haven **GEORGIA:** Atlanta • Cochran Savannah • **ILLINOIS:** Peoria • Taylorville Champaign • Colchester • **INDIANA:** Indianapolis • Lafayette • Terra Haute Valparaiso • **IOWA:** Humboldt Mason City • Ottawa • Ottumwa Sioux City • **KENTUCKY:** Lexington **MAINE:** Sanford Springvale • **MARYLAND** Williamsport • Ellerslie • Lafayette **MASSACHUSETTS:** Nantucket • Worcester **MICHIGAN:** Marquette **MINNESOTA:** Ashby • Saint Paul Slayton Virginia **MISSISSIPPI:** Enid Greenfield • Isola • Meridian • New Albany Tupelo • **MISSOURI:** Cuba • Galt • Hannibal • Kirksville Springfield • **NEW HAMPSHIRE:** Plymouth • **NEW YORK:** Hamilton • Hudson Port Jervis • Schenectady • Syracuse • Valley Falls • **NORTH CAROLINA:** Chapel Hill • Concord East Flat Rock • Elkin • Gastonia Greensboro • Holly Ridge • Salisbury • Waynesville • **OHIO:** Athens • Bellaire • Brilliant • Carrollton • Columbiana East Liverpool Glencoe • Lisbon • McConnelsville • Mansfield • Mingo Junction • Murray City • Powhatan Point • Saint Clairsville • Shadyside • Toronto Wellsville • Youngstown • **OKLAHOMA:** Madill • **SOUTH CAROLINA:** Greenville • Florence • **VERMONT:** Rutland • Saint Johnsbury • Springfield **VIRGINIA:** Fort Eustis • Kilmarnock • Norfolk • Pound • **WEST VIRGINIA:** Cannelton • Chester • Elkins • Elm Grove • Follansbee • Keyser • Man • Mannington Mincar • Morgantown • Moundsville • Paden City • Paw Paw • Piedmont • Pughtown • Shinnston • Spencer • Triadelphia • Weirton • Wellsburg • Weston Wheeling • **WISCONSIN:** Ashland • LaCrosse • Manitowish • Milwaukee • Port Washington

# KDKA's wide-awake listeners!

Do late-night KDKA programs have an audience? Look at this proof! On his 11:15 PM Sports Show, Johnny Boyer recently offered prizes for the best three letters on "My Favorite Sport." Mail poured in from all states and towns listed on this page.. a total of

**318 cities, towns and communities in 28 states**

If you're looking for inexpensive programs with network coverage, look to KDKA late-night shows. KDKA or Free & Peters will be glad to tell you what's available.

# KDKA

PITTSBURGH 50,000 WATTS NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Advertisement

From where I sit
*by* Joe Marsh

## Sometimes Good Intentions Aren't Enough

*That fire at the Griffin place didn't do much damage last week, but Volunteer Chief Murphy was pretty angry about it. Spoke to some of us over dinner and a bottle of beer.*

"Griffin's farm is a good mile from town," he said. "And by the time we'd dodged all the people on the highway who were going to watch, we hadn't a minute to waste.

*"Then blamed if those sightseers hadn't parked cars right in Griffin's driveway and there was a mob of people around—just gawking. Joe, tell folks a fire's no sideshow. Ask 'em to think of the other fellow!"*

From where I sit, some of us need to be reminded occasionally that even though our intentions are good, we may be unfairly interfering. Whether it's blocking the right-of-way of fire equipment or criticizing a person's right to enjoy a temperate glass of beer now and then—the American Way is *to give way*, and give the other fellow his fair "share of the road!"

Joe Marsh

*Copyright, 1951, United States Brewers Foundation*

# NETWORK TIME
## *Advertisers Group Shows $911,289 for 1950*

AVERAGE expenditure of radio sponsors for national network time during 1950 was $911,289, according to the book, *National Advertising Investments in 1950*, issued last week by Leading National Advertisers Inc.

Based on records kept by Publishers Information Bureau, the volume lists the expenditures of 1,964 individual advertisers who spent $25,000 or more during the year for time on radio and TV networks and for space in general and farm magazines and magazine sections of newspapers. Analysis shows, medium by medium, the dollars spent for advertising 5,622 products and services which the companies advertised in 1950.

Network radio average of $911,289 is nearly four times that of the average advertiser expenditure of $248,919 for time on network television; is well over four times the $221,636 spent by the average magazine advertiser, and nearly nine times the $103,725 spent by the average advertiser in newspaper magazine supplements. Data are tabulated as follows:

* * *

| | Number of Advertisers | 1950 Expenditure | Average Expenditure Per Advertiser |
|---|---|---|---|
| Magazines | 1,893 | $419,556,734 | $221,636 |
| Magazine Sections of Newspapers | 585 | 60,679,407 | 103,725 |
| Network Radio | 201 | 183,169,118 | 911,289 |
| Network TV | 163 | 40,573,801 | 248,919 |
| Total for Advertisers Spending $25,000 or More in Four Media | 1,964 | $703,978,700 | $358,441 |

## PURVIS NAMED
### Hill Group Investigator

MELVIN H. PURVIS, president and general manager of WOLS Florence, S. C., and former agent for the Federal Bureau of Investigation, last week was appointed chief investigator for the Senate Post Office and Civil Service Committee.

Mr. Purvis was named by Sen. Olin D. Johnston (D-S. C.), chairman of a special Senate Civil Service subcommittee, to lead an investigation of the government's personnel system throughout various federal agencies. He is expected, in turn, to appoint other investigators to his staff.

Mr. Purvis figured prominently in the case of John Dillinger, notorious outlaw, as chief of the FBI Chicago bureau in 1934, and the following year resigned to enter private law. He later became general manager of WOLS and served as a colonel in the Army in the last war. He returned to the station in July 1947, assuming active direction as president and general manager.

## Y&R SURVEY
### Defense Dept. Study Made

EVERARD MEADE, vice president in charge of radio and television, Young & Rubicam Inc., New York, is making a study of radio-TV operations in the Office of public information, Defense Dept. This was announced last week by Charles Dillon, chief of the department's Radio-TV Branch.

Mr. Dillon explained that Mr. Meade was invited to make the survey by the OPI, and his services are being donated by Y&R. Such studies, Mr. Dillon added, will be made by leading industry experts periodically to improve department service to the media.

## PIONEERS DINNER
### Kefauver Address Scheduled

SEN. ESTES KEFAUVER (D-Tenn.), who has won public acclaim as chairman of the television-minded Senate Crime Investigating Committee, has accepted an invitation to address the Radio Pioneers of America at its annual dinner in Chicago April 17.

Announcement of his acceptance made last Tuesday by William S. Hedges, NBC vice president, who is chairman of the Radio Pioneers' dinner program committee.

The event will be held at the Stevens Hotel in conjunction with the NARTB (NAB) convention, and will be open to all convention delegates. Reservations will be accepted at convention headquarters in the Stevens Hotel, according to C. E. Arney Jr., NARTB secretary-treasurer (also see separate story).

Sen. Kefauver, who has become known to legions of televiewers of the traveling crime caravan, will address the radio veterans in the main ballroom of the hotel, with the dinner scheduled to get underway at 7:30 p.m. (Tuesday).

The dinner is an annual event during each NAB convention, drawing broadcasting members who have been associated with the industry for 20 years or more. Frank Mullen, Los Angeles TV consultant and former NBC executive, is president of the organization.

## Two BMI Clinics Set

PLANS for a two-day BMI Clinic June 18-19 in New York and three additional "BMI Clinics on the road" at Springfield, Ill., on May 15; at Milwaukee on May 16, and at Indianapolis on May 18, were announced last week. The latter clinics are in addition to four already held in the West and four held in the South.

**"Tape offers the best means of timing and editing programs"**

*Says T. C. Kenney,*
*Chief Engineer, KDKA*
*Pittsburgh, Pennsylvania*

"For more than six months we have been making all KDKA recordings on tape first," says Mr. Kenney. "We have found that tape is not only the most economical method of recording, it is also best for timing and editing programs."

# Eliminate production and programming problems with tape!

Here's the *new* way to make inexpensive recordings that reproduce every kind of sound perfectly, with no needle scratch, crosstalk or back-lashing. Tape recordings can be made anywhere, anytime . . . in the studio, on the street, in moving vehicles . . . and the tape is easy to cut and dub into. You can make revisions and additions without re-assembling the entire cast of a show; interviews and special programs can be captured on tape for release at any time you wish. Tape can be erased and re-used, or played thousands of times with no noticeable loss of quality and a minimum of mechanical wear.

Want more information about the shortcuts, new twists, savings you can make with tape? Write to Dept. BT-451, Minnesota Mining & Mfg. Co., St. Paul 6, Minn., and we'll arrange to have a representative give you the whole story.

**TAPES OF QUIZ PROGRAMS** are easily edited and spliced to assure a smooth, well-paced show with no awkward breaks or pauses. **KDKA**'s popular "Cinderella Weekend," emceed by Jim Westover, is broadcast every weekday morning from a tape made the previous afternoon.

**KDKA'S "ADVENTURES IN RESEARCH"** series is recorded on tape and edited for transfer onto discs. These are sent to 167 stations throughout the country for rebroadcast. Tape reproduces every word, every inflection with matchless fidelity.

**IMPORTANT:** There's more than one brand of sound recording tape on the market. Insist on the "SCOTCH" brand for matchless fidelity, clarity of reproduction, freedom from mechanical and physical distortion. Used by all major networks and recording companies.

Made in U. S. A. by **MINNESOTA MINING & MFG. CO.**, St. Paul 6, Minn., also makers of "Scotch" Brand Pressure-Sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-Slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: Minn. Mining & Mfg. Co., International Division, 270 Park Avenue, New York 17, N. Y.

WATCH

At the N. A. B. Conv

# WORL

The By-Word of WORLD-Affiliates Is

## "SOLD!"

From Coast to Coast Reports of Hundreds of Sales Come Pouring In On These Shows:

- ★ LYN MURRAY SHOW with Lyn Murray and his orchestra
- ★ STEAMBOAT JAMBOREE starring Lanny Ross
- ★ HOMEMAKER HARMONIES outstanding daily series for women
- ★ FORWARD AMERICA starring Walter Huston
- ★ DICK HAYMES SHOW presenting Dick Haymes and Helen Forrest

*Join These WORLD-Affiliate Stations In Setting New SALES RECORDS!*

"WORLD's FOR ME! Why, in 1950 8,041 sponsors bought WORLD shows and special campaigns and paid $10,766,513.00 to WORLD-Affiliates."
"I'M CONVINCED! Only WORLD gives me sale after sale after sale. WORLD's top-notch, network-calibre shows make my cash register jingle."

...ntion...

Another Smashing
★ FIRST!
Another Smashing
★ EXCLUSIVE!
Another Smashing
★ RATING BUILDER!

D...

present another great star...

★ Robert Montgomery

in a

Brilliant New Show for All WORLD-Affiliate Stations!

You'll be pleased!
You'll be proud!
You'll be rarin' to go!

**Time-Buyers! Account Executives!**

Your WORLD-Affiliate station is your best bet for top quality shows locally. Check your WORLD station for the new Robert Montgomery show, "Steamboat Jamboree," the "Dick Haymes Show," "Forward America" and the "Lyn Murray Show." WORLD Commercial Jingles, another WBS special feature, include time and weather attention-getters and all manner of arresting sponsor-identification for jewelers, furriers, automobile dealers, furniture stores, apparel shops and — many more.

***WORLD STATIONS HAVE THE SHOWS, THE RATINGS, THE KNOW-HOW!***

# WORLD

## PROGRAM SERVICE

WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York

# editorial

## The Long, Long TV Trail

IT LOOKS like a long, tedious, bitter winter before the FCC can start its defrosters on the TV freeze.

The blasts won't come from the 107 authorized stations. They are sitting cozy—and should be by dint of having taken the gamble. The blasts will come from those broadcasters and others in many major markets who are ready, willing and able, but who find the VHF allocations aren't there.

Implicit in the FCC "Third Report," is a two-network VHF system. There are not sufficient assignments for even the basic markets to accommodate more than a pair of networks. Whereas the "reservations" for the educators constitute 10% across the board, actually the educators get 33⅓% of the VHF in many important areas.

Obviously, the educational cut is a sop to political expediency. There are few naive enough to believe that sufficient numbers of colleges will or can exercise their warrants. Obviously, the FCC majority felt that broadcasters brought in too little too late to offset the weight of the educators' record—and they were not unmindful of Congressional sentiment. Pea shooters were used against the Big Berthas of the organized educators.

There's another round upcoming in the allocations bout. It's important to get the whole TV show on the road quickly. It is overdue. But there are many responsible elements who contend the plan is fraught with inequities, and who argue it collides with the intent and the letter of the law. They must have their day in court, and their day may be a long one.

## Golden Gobbledegook

A LOT of broadcasters went home last week believing everything they had ever heard of inefficiency of government, red tape, gobbledegook and waste of time and money.

They had been requested to come to Washington to get a briefing on radio silence in the event of enemy attack. Nearly 1,000 of them journeyed from their busy operations. If they spent $100 each, average, it amounted to $100,000, exclusive of fees paid their attorneys and their engineers.

They were read a simple document. They were told that if they didn't cooperate as specified, they unceremoniously would be tossed off the air. And that was about it.

Of course most all stations will cooperate. But was it necessary to bring them to Washington to read a document that could just as well have been sent by registered mail? Moreover, isn't the same ground, on a round-table basis, to be covered at the NARTB convention in Chicago two weeks hence?

Almost without exception, broadcasters who attended the session mumbled "fiasco," "frost," "disgrace," "turkey," or similar one-word epithets.

Broadcasters wondered whether the Air Defense Command, having stubbed its legislative toe in its quest for authority to take over all control of "electromagnetic radiation," hadn't cooked up this super-secret clam-bake with the FCC to get the same result through the clank and charm of military brass. Or they wondered whether the FCC was trying to get itself classified as a defense agency.

We wonder too.

*IT'S becoming more and more apparent that in addition to alcohol, iron and vitamins Hadacol contains a heavy proportion of gall. The Hadacol attempt to entice radio stations into a giant merchandising contest, without pay, is just about unforgivable. We trust stations will decline to participate in a ruse that could seriously undermine the whole rate structure of radio.*

## $ummertime

VIEWED in advance, summertime in radio will not be quite like that in George Gershwin's famous song. Livin' isn't going to be as easy as it was for Mr. Gershwin's Porgy and Bess. The fish are bitin' all right, but not so fast or hungry that a man can afford to neglect keeping fresh bait on his hook.

The summer business roundup in this issue indicates that spot radio volume will be up to (and perhaps beyond) characteristic levels. Seasonal splurges are predicted for such products as shoe cleaners, soft drinks, suntan lotions and ice cream.

The network position is somewhat more difficult to appraise. For one thing, one must presume that the Assn. of National Advertisers' persistent campaign for radio rate reductions has to some extent succeeded in its intention to distract the buying urge. For another, the networks are just getting into the main effort of summer selling.

It is toward this subject—selling—that our thesis is directed. Year around, radio has been undersold, and particularly so in summer. It is cheering to note that some broadcasters are recognizing and endeavoring to correct this unfortunate record.

There is ample statistical proof to support a vigorous sales argument that audiences do not necessarily disappear the minute July shows up on the calendar. People may get away from home, but not from their radios. Witness the 19,307,000 auto receivers that the NAB conservatively estimates are in operation. Or the portables that most people habitually take on their travels. Or hotel radios.

Out-of-home listening measurements, although still less abundant than figures on the home audience, are adequate to prove that auto sets and portables are bought for use, not for ornamentation.

Those broadcasters who assemble the facts and impress them on advertising prospects will certainly be the ones whose billings will resist the summer doldrums.

The fish are as thick in the pond as ever, maybe thicker. But they won't bite on a bare hook.

## . . . Fall, Winter, Spring

THE BRIGHT optimism prevailing last week at the ANA meeting shows how good the fishing can be the year around. Eighty-eight percent of the ANA members responding to a special pol have reported that their 1951 advertising budgets will be as big as they were in 1950—and more than half of them said budgets would be bigger.

The advertisers also felt that production shortages this year would not be nearly as severe as originally predicted. The sum of the ANA report was that there will be lots of goods to sell, and lots of advertising will be used to sell them.

This is the kind of news that will stimulate alert broadcasters to get out their best tackle, their most meticulously fashioned flies. Knowing as they do that the pond is alive with big ones, the skillful broadcasters will make sure that the big ones don't get away.

# our respects to:

**EASTON CLAWSON WOOLLEY**

A NEW version of an old nursery rhyme could be made out of Easton Clawson Woolley's radio-TV career. It would begin, "Doctor, lawyer, *radio* chief," and a second line might read: "If you don't get what you want at first—don't beef!"

For five years after graduating from high school, a medical degree was his ambition. However, for the present executive vice president of KDYL-AM-FM-TV Salt Lake City, it was not a case of enrolling in a university and taking the prescribed courses. During his first year and a half out of high school, he worked as a clerk in the Salt Lake City branch of the San Francisco Federal Reserve Bank. When he felt he had saved enough to enroll in the U. of Utah, he started a pre-medical course there, but had to leave after the first year in order to earn more money.

Back to the bank he went. Until 1925 he worked in virtually every department—transit, collection, coupons, clearings and member bank bookkeeping. By then his plans had changed. His work at the bank and an earlier part-time job with the *Deseret News*, involving work with stock quotations, had turned his interest to commerce. He decided to become a lawyer.

But four more years passed before he began his pre-law work. A devout Mormon, he accepted a call to do missionary work for The Church of Jesus Christ of Latter Day Saints in Europe where he labored in France, Switzerland and Belgium until 1929. This work was carried on at the personal expense of his family and himself, in accordance with the missionary system of the church. He was named president of the Belgian District and supervised construction of two church buildings, one at Liege and one at Seraing.

Determined to complete his college work, Mr. Woolley returned to Salt Lake City and finally graduated from the U. of Utah with an A.B. degree in 1931—approximately 10 years after graduating from high school.

He chose Columbia U. in New York for his legal school work. In order to supplement his financial supply and with no firm intention of embarking on a career, the young law student took on a job with NBC at its old Fifth Ave. location as assistant to the night chief executive, Juan de Jara Almonte.

The network was only five years old then, consisting of some sixty-odd stations. But, like radio and the other networks, it was growing and growing fast—competition was keen, and the NBC officials began looking with favor on this fledgling lawyer's growing legal

*(Continued on page 78)*

# When we talk TELEVISION

FIGURES that show at a glance the perfect balance and development of WFAA-TV in one year of operation!

| March 17, 1950 | March 17, 1951 |
|---|---|
| KBTV became WFAA-TV, and was telecasting... | ONE YEAR LATER, WFAA-TV is telecasting... |
| 24 program hours a week | 68 program hours a week . **increase 183%** |
| 3 quarter-hour programs were sponsored | 35 sponsored program hours, **increase 4567%** |
| 27 commercial spots were scheduled | 176 commercial spots . . . **increase 552%** |

## The Secret of this RAPID GROWTH?

Knowmanship—the ability to create television shows that have outstanding audience appeal. Shows that deliver more audience and more customers for the sponsors' product!

Serving BEST the MOST
with 27.1 Kilowatts
**NBC, ABC, DuMont**
Represented Nationally by Edward Petry & Co.

# WFAA-TV *Channel 8* *Dallas*



XUM

*ET's

*... are an important part of RCA Victor's business!*

***ELECTRICAL TRANSCRIPTIONS** of every description—from spot announcements to full-length programs—are RECORDED, PROCESSED, PRESSED in the country's best-equipped studios and plants.*

*Complete transcribed radio production and script-writing facilities are also available.*

A-1

*Quality and Service ... are always assured at RCA Victor!*

*LARGE or SMALL, your transcription order always gets the same careful attention... the same world-famous engineering. With this, plus prompt HANDLING & DELIVERY, your ET can't miss... at*

RCA VICTOR

*Contact a Custom Record Studio today at Dept. 4-B in New York, Chicago or Hollywood*

Custom Record Sales

"HIS MASTER'S VOICE"

*Radio Corporation of America RCA Victor Division*


# SETS-IN-USE

## At Record High; FM Survey Begun

USE of radio and television receivers in the homes of the American listener-viewer reached a record peak as of Jan. 1, 1951, on the basis of figures compiled by the Research Dept. of NARTB (NAB).

The study, conducted under the direction of Dr. Kenneth Baker, NARTB research director, pointed up the existence of 1.6 receivers (including portables) in each of the nation's radio-TV homes — an overall total of 101,818,000.

At the same time, NARTB initiated a nationwide survey to determine the availability and demand for FM-equipped receivers. The survey will be conducted under the direction of Edward L. Sellers, FM director, who last week mailed out questionnaires to the nation's 665 FM outlets.

The survey was the outgrowth of a meeting last month involving FM committees of NARTB and Radio-Television Mfrs. Assn. and an Industry FM group. At that time the NARTB group promised to poll local distributors on FM set demand and report its findings to RTMA [BROADCASTING • TELECASTING, March 19].

Stations receiving five-question analysis forms are being asked to check radio distributors in their areas for data with respect to FM's potential market for the remainder of 1951. Broadcasters are seeking areas of shortages looking toward submission of information to manufacturers.

While conceding that there have been some shortages of FM-AM sets in recent weeks, manufacturers generally have been quick to denounce any suggestion they are trying to thwart FM development or deliberately declining to produce enough sets to meet current demand.

Accompanying the NARTB questionnaires were letters signed by Ben Strouse, WWDC AM-FM Washington, who is chairman of the FM Committee, and M. S. Novik, New York radio consultant and head of the Industry FM group. Both urged all stations to extend fullest cooperation in the association's project.

**Return by April 1**

Mr. Strouse asked that questionnaires be returned to NARTB headquarters not later than April 15 to assure an accurate report on set availabilities throughout the country in time for presentation at the FM session of the NARTB convention in Chicago April 18.

"If we sincerely desire to advance the cause of FM broadcasting, we must be in a position to supply manufacturers and distributors with full information on set shortages," Mr. Strouse stated.

A meeting of the three FM groups (NARTB, RTMA, industry) was set for later this month when the information gathered will be evaluated, it was revealed. Meanwhile, Mr. Sellers disclosed he will ask the National Appliance and Radio Dealers to circulate a similar survey within its membership.

The sets-in-use study conducted under Dr. Baker's direction was broken down into these categories:

● Radio receivers (excluding automobile sets)—72,147,000, with approximately 5 million in public places and the remaining 67,147,000 sets in the hands of the public.

● Television receivers — 10,364,000, with total of 6.6 million of an estimated 7,463,000 produced in 1950 delivered to the public by the end of the year.

● Automobile receivers—19,307,000.

**Use RTMA Figures**

The overall set total was reached by utilizing conservative projections based upon production figures furnished by RTMA in correlation with the results of several independent surveys held last year. Dr. Baker termed the sum figure an "underestimation."

Figures comparing January-February 1951 to January-February 1950—and showing a marked increase in the output of AM and AM-FM radio receivers—were published by RTMA last month [BROADCASTING • TELECASTING, March 19].

In the NARTB Research Dept. radio-TV sets-in-use study, Dr. Baker noted that 9,902,000 radio receivers were produced in 1950, and that on the basis of an "average life of nine years," total of 7,891,000 probably would have been required to replace worn-out sets. It is believed that about 1,711,000 became additional home sets, Dr. Baker said, adding that year-end inventories jumped by about 300,000 sets.

The 19,307,000 figure for automobile sets in operation allows only 196,500 (or two weeks supply) for inventories and makes no allowance for discards.

**Conservative Estimate**

In all probability, according to Dr. Baker, the estimate is a conservative one well under actual figures inasmuch as current estimates indicate approximately 55% of the nation's passenger-car registrations are radio-equipped. NARTB used the conservative figure pending outcome of further surveys, it was explained.

In the case of TV receivers, the study took 6.6 million of the 7,463,000 produced and delivered in 1950 and added it to the 3,764,000 in use on Dec. 31, 1949, to reach the Jan. 1, 1951, total of 10,364,000.

## STUDENTS TOUR

### AAM Ad Program Underway

TOUR of New York advertising agencies by 40 visiting college advertising seniors, who will be treated to luncheons, demonstrations and speeches as part of the Assn. of Advertising Men's "Inside Advertising" program, is scheduled to begin today (Monday).

Today's opportunities for young men in business and industry will be discussed by D. W. Figgus, American Can Co. board chairman, at the annual banquet Thursday at the Hotel Vanderbilt. Final event will be a visit to NBC on Friday.

Other speakers the students will hear include:

Arthur (Red) Motley, president of Parade Publications; Fen K. Doscher, Sales Executives Club president; Zenn Kaufman, Philip Morris & Co. merchandising director; Elon G. Borton, AFA president; Bertram R. Canfield, Alpha Delta Sigma national president, and Charles Green, Advertising Club president.

Chairman of the event, which last year attracted students from as far west as Montana and as far south as Alabama, will be Vincent J. Assalone. Participating firms hired more than one-third of the students attending in 1950.

## SUMMER SALES

### KNX Cites Sets-In-Use

SETS-IN-USE figures comparing the periods of November-December with July-August are being stocked by KNX Los Angeles as ammunition for its intensive summer selling campaign. The station is preparing copy to show "only a slight difference" in listenership for the two seasonal periods—21.1 for winter compared to 20.2 for summer.

The CBS 50 kw outlet also is arming salesmen with figures showing that one-quarter of all retail sales are fashioned during June, July and August, and that food store sales actually are higher during the summer than in winter. Station also notes that 40% of the 2½ million tourists in Southern California last year visited during the summertime.


*In*

**Altoona, Pa.,**

*It's*

**ROY F. THOMPSON**

***and***

**WRTA**

**A prize radio combination in the rich industrial market of Central Pennsylvania.**

**Represented by ROBERT MEEKER ASSOCIATES**

**JOHN T. BURKE, president, Burke Advertising Assoc. Inc., Boston, went to Palm Beach, Fla., saw this 8' 3", 65-pound sailfish, and conquered it. This was considered (by everyone except the fish) one of the prize catches of the season. Mr. Burke took only 49 minutes to bring his haul to boatside.**

## HOLMES AWARDS

### *Presentations April 22*

FIFTH ANNUAL Frances Holmes achievement awards of Los Angeles Advertising Women Inc. will be presented April 22 at the Beverly Hills (Calif.) Hotel.

Awards, in the form of gold trophies called "Lulus," will be given in 14 different advertising categories. In addition a special overall award, the Frances Holmes Trophy, will be made to one of the 14 winners whose entry "best typifies how a woman can achieve outstanding merit in the world of advertising."

Classifications in which awards will be given include: Radio commercial campaign; sponsored radio program series; television commercial campaign; television program series; copy; layout; mechanical production; research project; outdoor or transit advertising; direct mail campaign; complete campaign; commercial film; finished art; publicity or public relations campaign.

Contest, offered with cooperation of Advertising Assn. of the West, is open to any woman in the advertising profession or allied fields, living and working in the area served by the Advertising Assn. of the West, which includes Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming and British Columbia. Closing date of contest is April 5.


WDRC

HARTFORD 4 CONNECTICUT

WDRC—FM

NEWS

Tell the news about your product on a WDRC Newscast. Write for availabilities, and new literature on WDRC's newscasters. Ask Wm. Malo, Commercial Mgr., WDRC, Hartford. Connecticut's FIRST Station!

CBS


# MAIL-ORDER CODE

### *Requirements Set By Katz Agency*

**A CODE of "minimum requirements" to govern the acceptance of mail-order business by radio and TV stations represented by The Katz Agency, worked out by the company in consultation with the stations, was released by the representative firm last week.**

Purpose of the plan, officials said, was to develop a reasonable approach which would discourage "fly-by-night" operators while not turning away legitimate mail-order business.

A number of Katz-represented stations in both radio and television reported flatly that they do not accept mail-order business, but otherwise the "code" was approved in essence by the radio and TV stations represented by the firm. Some stations inserted modifications making it even more restrictive.

**General Policy**

Text of the statement of "General Station Policy on Mail-Order Advertising"—which, with modifications by certain stations, is to be used as part of formal advertising contracts—is as follows:

1. No "P. I." deals accepted—or submitted.

2. The quality of all products must be guaranteed by advertiser and agency with complete and unconditioned money-back guarantee for purchase price and any and all postage and C.O.D. charges. The station shall be the judge of grounds for refunds due to complaints made direct to station. The advertiser and agency guarantee to reimburse station for any and all such refunds.

3. Advertiser agrees to pay postage on merchandise sent to replace goods damaged in transit or otherwise defective.

4. Advertiser guarantees prompt delivery to customer of product advertised.

5. Sample of product must be submitted to station at the time request for availabilities is made to enable station to satisfy itself as to the quality of the merchandise and the claims made for it by the advertiser.

6. Copy and material, together with instructions on mailing procedure, must reach station 48 hours before broadcast or telecast; otherwise, agency will be charged for broadcast or telecast despite non-performance.

7. Advertiser and agency both guarantee that the sample submitted and the article advertised on AM or TV is identical with product delivered to purchasers.

8. All advertising contracts for "mail order" accounts must include the names and addresses of the persons to whom the station should forward mail.

9. Telephone answering service is not included in time charge and will be separately billed to agency by the station or answering service.

10. Station will supply reports by first-class mail to designated person. Where telegraph reports are requested, the station is authorized to send them collect.

11. When offer is made on C.O.D. basis, it must be emphasized and fully explained that C.O.D. charges are in addition to the price of the article.

12. Station requires indentification of advertiser by his corporate or trade name—not merely by such terms as "Blade Man," "Baby Doll," etc., to conform with the plain intent of sponsor-identification requirements of the Communications Act.

13. Final acceptance of any "mail order" advertising contract and campaign *must always* rest with the station.

14. Modifications and/or additions specified by station: ————————.

## HILL WIRES

### *Dollar Quotas Set*

DOLLAR quota was placed last week on the annual expenditure by Senators for telegrams sent at government expense by the Senate Rules Committee. A three man subcommittee, chairmaned by Sen. Carl Hayden (D-Ariz.) [BROADCASTING • TELECASTING, March 19], had been studying the use of the telegraph frank and how to tighten present regulations.

The dollar limit—fixed at an overall ceiling of $300,000 for the 96 Senators, or $100,000 less than last year's total Senate wire charges—affects future "Government collect" telegrams.

Each Senator is assigned a separate "dollar quota" limit, averaging about $3,125 per Senator, and varies in size and wire toll distance from the national capital to each Senator's state.

This ruling by the Senate committee grew out of complaints of indiscriminate use of Senate telegraph privileges. It had been reported that Sen. George W. Malone (R-Nev.) used his telegraph privilege to wire news releases to radio stations and newspapers throughout the country at the taxpayers' expense [BROADCASTING • TELECASTING, Feb. 26].

## PAN AMERICAN

### Named WIVI Representative

WIVI St. Croix, Virgin Islands, "Radio American West Indies," has appointed Pan American Broadcasting Co., New York, international station representative, as its sole U. S. representative, it was announced last week. Commercial broadcasts are scheduled to begin during the latter part of April with 250 w on 1230 kc fulltime.

Owned and operated by Edward M. Vickers, WIVI will be affiliated with the BBC, Canadian Broadcasting Corp., Caribbean Broadcasting Network and French Broadcasting System. Although broadcasts will be in English, Spanish programs also will be acceptable due to the island's proximity to Puerto Rico. Associated Press news service and a leading U. S. musical library service will be utilized, it was announced.


CLEVELAND'S *Chief* STATION • WJW • CLEVELAND'S *Strongest* SIGNAL • WJW • CLEVELAND'S *Chief* STATION

CHIEF SAYS:

"Big Chief spells Summer with dollar sign;
Will get more sales in hot months, too.
Has strongest signal . . . promotion fine,
To keep sales growing whole year through."

SOLID SUMMER SALES STORY

Use WJW—Greater Cleveland's most merchandising-minded, promotion-minded station to increase your summertime sales. Year 'round promotion pays off—on WJW.

CLEVELAND'S *Chief* STATION

WJW

5000 W. WJW BUILDING

BASIC ABC CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

# front office

GUSTAV BRANDBORG, commercial manager KVOO Tulsa, appointed assistant general manager. Mr. Brandborg has been with KVOO since 1932, and had been commercial manager for past nine years.

Mr. Brandborg

ROBERT L. WILLIAMS, chief engineer and station manager WCTC New Brunswick, N. J., appointed general manager. JAMES L. HOWE, president Chanticleer Broadcasting Co., owner of station, called to active duty as major with Air Force. JAMES M. VOGDES, sales manager, appointed assistant manager. KENNETH LESLIE named sales manager.

DANIEL J. FERRIS Jr., Headley-Reed Co., N. Y., to George P. Hollingbery Co., N. Y., as salesman.

PAUL STILES appointed general manager WOCB West Yarmouth, Cape Cod, Mass.

BROOKS READ appointed general manager WNAT Natchez, Miss., replacing H. J. JENNINGS, resigned.

JACK POWELL, chief engineer and acting manager WONW Defiance, Ohio, to WMTE Manistee, Mich., as manager and chief engineer.

CHARLES F. PAYNE appointed commercial manager KIXL-AM-FM Dallas. He succeeds T. H. STRAUSS, who resigned as vice president and commercial manager, to join Modern Packagings, Dallas, in charge of sales and promotion. Mr. Payne has been with KIXL since 1947.

NATIONAL TIME SALES, N. Y., appointed national representative for WCFC-AM-FM Beckley, W. Va.

REX PREIS appointed radio sales manager WOAI San Antonio. He will take charge of local, regional and national radio sales. Mr. Preis was assistant general and commercial manager KTSA San Antonio.

Mr. Preis

RAY BARNETT appointed sales manager KSMO San Mateo, Calif. He was with ABC and KGO San Francisco.

FRANK L. ORTH, administrative assistant to Edwin W. Buckalew, general sales manager KNX Hollywood and Columbia Pacific Network, recalled to active duty with Air Force, as operations officer for 146th Fighter Wing.

HIL F. BEST, Detroit, appointed national representative for WHLL Wheeling, W. Va., effective March 1.

THE WALKER Co., N. Y., appointed exclusive national representative for WBEL Beloit, Wis.

RICHARD E. CHARLTON, WCAR Pontiac, Mich., to sales staff George P. Hollingbery Co., N. Y. EDWARD A. DALY, Paramount Television Productions Inc., appointed salesman with firm.

WILLIAM R. SMITH, general manager KBTA Batesville, Ark., resigns.

EDWARD A. DALY, Paramount Television Productions Inc., appointed salesman George P. Hollingbery Co., N. Y.

DICK STARK, The Katz Agency, N. Y., called to active duty with Army as captain. He will be assigned temporary duty as post public information officer at Pine Camp, N. Y., to cover National Guard and Reserve summer training.

H. N. STOVIN & Co., Toronto, appointed national representative for CKOM Saskatoon.

PHIL SMITH, new to radio, to commercial staff WBUD Morrisville, Pa.

NATIONAL BROADCAST SALES, Toronto, opening regional office at Vancouver, at 804 Hornby St., with ROY CHAPMAN, formerly of CKNW New Westminster, as manager.

## *Personals . . .*

MALCOLM NEILL, general manager CFNB Fredericton, and new chairman of board of directors Canadian Assn. of Broadcasters, will attend NAB convention at Chicago, as CAB official representative. . . . HARRY MAIZLISH, president-general manager KFWB Los Angeles, presented award by American Legion on behalf of his station for "grateful appreciation" of outstanding contributions made by it to success of American Legion's 32nd annual convention held in L. A. Oct. 8-12, 1950. . . . JACK SAMUELS, son of FRANK SAMUELS, vice president ABC Western Division, and Sharon Endsley, married March 22. . . . ROLAND KAY, account executive Columbia Pacific Network, Hollywood, father of girl Teresa Louise born March 20. . . .

SPENCE BENTLEY, general manager WHAN Charleston, S. C., and Mrs. Bentley, visiting Washington and New York. . . . CLINTON D. CHURCHILL, son of Dr. CLINTON H. CHURCHILL, president and general manager WKBW Buffalo, appointed chairman of radio and TV activities from promotion of Northwestern U. Centennial Dance. . . .

EDWARD PHELAN, assistant manager WVIM Vicksburg, Miss., father of boy, Edward Jr. . . .

## New Canadian Award

A GOLD KEY is to be presented annually by the Canadian Radio Awards Committee to the "most promising newcomer to broadcasting" in Canada, in memory of Maurice Rosenfeld, former radio director of MacLaren Adv. Co., Toronto, who did a great deal to develop talent in Canada. The award was suggested by two of the top Canadian radio stars to whom he first gave a chance, Johnny Wayne and Frank Shuster. The Canadian Radio Awards for 1950 will be announced in May.

MINNESOTA RADIO COUNCIL last week gave two of its annual awards to WDGY Minneapolis. Ralph Moffatt, star of *Moffatt's Nite Notes*, was designated the state's leading disc emcee. "Uncle" Len Ingebrighten earned the award for best children's show in state with *Small Fry Stories*.


Put Yourself on a spot!

Reach 1,000 radio homes for 44¢*

WINS spots move mountains of everything—from collar buttons to "Constellations"—fast! Let us give you examples!
WINS spots have a high Pulse but a low rate per thousand homes. Let us show you!
WINS spots, in other words, sell more, cost less.
Get the straight facts on a WINS spot buy.
Call your WINS representative
. . . see him when he calls!

*Source: Pulse of N. Y.—Dec., 1950

Buy WINS... it Sells!

WINS 50KW New York

CROSLEY BROADCASTING CORPORATION



Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

Edward Petry & Co.

WBAL

APRIL 2, 1951

# TELECASTING

A Service of BROADCASTING Newsweekly

IN THIS ISSUE:

Television Revenue Triples in 1950
Page 55

Reactions to Allocations Are Mixed
Page 55

Supreme Court Hears Color Arguments
Page 56

Latest Set Count By Markets
Page 62

**TODAY**
**DAYTIME and TV SPELL**
**SALES**

They add up to the hardest selling advertising medium of 1951. The audience of Daytime TV jumps in size from day to day. So do its advertisers' results. It's advertising's most vital selling force.

Call or write for our new comprehensive study of Daytime TV.

And use Daytime TV. Your Petry TV salesman can still present some excellent daytime availabilities on these twelve leading television stations. But they're going fast.

WSB-TV ..... .....Atlanta
WBAL-TV .....Baltimore
WNAC-TV ..... Boston
WFAA-TV ..... .Dallas
KPRC-TV ..... Houston
KFI-TV .....Los Angeles
WHAS-TV .....Louisville
KSTP-TV ....M'p'l's-St. Paul
WSM-TV ..... Nashville
WTAR-TV ..... Norfolk
KPHO-TV ..... Phoenix
WOAI-TV .....San Antonio

REPRESENTED BY

**EDWARD PETRY & CO., INC.**

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

# WGAL-TV

## Channel 4

## LANCASTER, PENNA.

**WGAL-TV** is the *only* television station located in this thriving market. Its coverage area includes the following counties: Lancaster, York, Lebanon, Dauphin (Harrisburg), Berks (Reading), Cumberland and adjacent areas.

**WGAL-TV**, for sales results, is getting better all the time.

***HERE'S PROOF***

In January, Bulova Watch Co. offered a Jeweler's Polishing Cloth on its WGAL-TV "Weatherman" program. After only four announcements, over 2,000 requests were received! Cost per inquiry—$.09 One of the reasons why result-minded sponsors choose WGAL-TV!

**The WGAL-TV coverage area is becoming more productive all the time.**

***HERE'S PROOF***

**Retail Sales Receipts** increased an average of 198%, 1948 compared with 1940.

**Population** increased an average of 12%, 1950 compared with 1940.

(U. S. Census figures)

**Show your product, tell your sales story in a BUYING MARKET. Let WGAL-TV put climb in your sales curve.**

A Steinman Station

NBC TV-Affiliate

Clair R. McCollough, Pres.

***Represented by***

**ROBERT MEEKER ASSOCIATES** · Chicago · San Francisco · New York · Los Angeles

*A Service of Broadcasting Newsweekly*

TELECASTING

National Press Bldg. Washington 4, D. C.

APRIL 2, 1951

BROADCASTING • Telecasting $7 annually, 25c weekly

# TV REVENUE TRIPLES IN '50

## FCC Report Shows

TELEVISION broadcasting revenue tripled in 1950, as compared with 1949, and half the TV stations in the country ended the year in the black, according to an FCC report issued last week.

Despite the soaring total revenue, the industry as a whole wound up in the red at the end of 1950, showing a $7.9 million loss. Even that was a distinct improvement over 1949 when the aggregate loss of all telecasters was $25.3 million.

The four networks and their 14 owned and operated stations took in $55 million revenue in 1950, more than half the total for the industry. But they suffered a loss of $9 million, a $10.5 million deficit from network operations offsetting a $1.5 million net income (before federal income tax) of their owned and operated stations.

### Remaining Outlet's Income

The 93 other TV stations (non-network owned) in the U.S. had a net income before taxes of $1.1 million.

Total industry revenue was $105.8 million in 1950 (see Table 1).

Fifty-four stations reported profits before federal income tax in 1950. Eight of these made more than $400,000 each, and 32 made more than $100,000 (see Table 3).

Among the 52 stations reporting losses for the year, 26 lost less than $100,000 each; 15 lost between $100,000 and $200,000; five had deficits of $200,000 to $400,000, and six stations were in the red beyond the $400,000 mark (see Table 3).

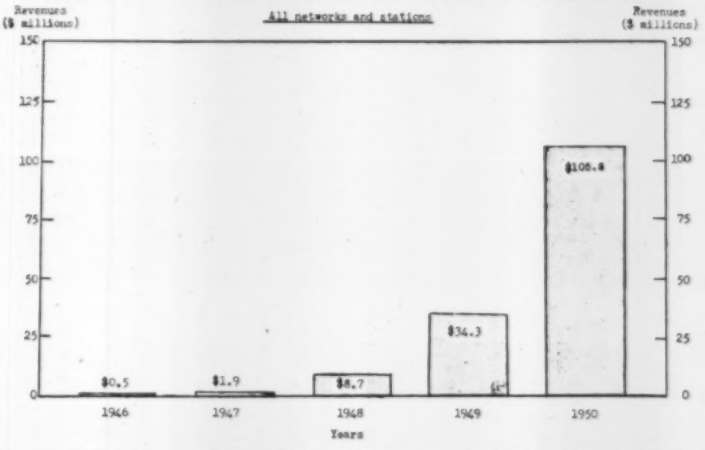
Interconnected stations (or those in interconnected markets) generally had healthier bank balances than non-interconnected. Of the 79 in interconnected areas, 47 reported profitable operation. Out of the 27 non-interconnected stations, only seven were in the black. As a group, stations in one-station interconnected communities did best of all. Twenty of the 29 so situated reported profits last year (see Table 2).

For 29 stations in the one-station interconnected markets, the average income before Federal income tax was $90,000. The 15 of these that were on the air and interconnected for the full year earned more than the average for the whole 29. These 15 averaged $174,000 income.

Eleven stations on the air for the full year in one-station markets but non-interconnected had losses averaging $29,000 each. In two-station markets, five stations on the air and interconnected a full year averaged $105,000 profits, while six stations on the air a year but not interconnected averaged $143,000 losses.

* * *

**Growth of Television Broadcast Revenues 1946-1950**




### Interconnection Profitable

The 79 stations in interconnected areas reported total profits of $5.7 million. The 27 in non-interconnected markets had an aggregate loss of $3 million.

Combined TV and AM income of networks and all their owned and operated stations increased 50% in 1950 over 1949—$9.6 million (before federal income taxes) last year as compared with $6.4 million the year before. Their AM income was $18.6 million in 1950, about the same as that in 1949, but their TV losses were reduced from $12.1 million in 1949 to $9 million in 1950.

The network aggregate AM revenue rose from $105.3 million in 1949 to $106.5 million in 1950, the FCC said.

How big a piece of total broadcast revenue TV accounts for can be seen in Table 5. In the 63 television markets, TV revenue accounted for about one-fourth of the

*(Continued on page 68)*

* * *

TABLE 1

**TELEVISION BROADCAST SERVICE**

1950 Estimated Revenues, Expenses and Income

| | 1950 | 1949[1] | 1948[2] |
|---|---|---|---|
| | | [Millions] | |
| **Total Broadcast Revenues** | | | |
| 4 networks (including 14 owned and operated stations) | $ 55.0 | $19.3 | $4.8 |
| 93 television stations | 50.8 | 15.0 | 3.9 |
| Industry total | $105.8 | $34.3 | $8.7 |
| **Total Broadcast Expenses** | | | |
| 4 networks (including 14 owned and operated stations) | $ 64.0 | $31.4 | $11.2 |
| 93 television stations | 49.7 | 28.2 | 12.4 |
| Industry total | $113.7 | $59.6 | $23.6 |
| **Broadcast Income (Before Federal Income Tax)** | | | |
| 4 networks (including 14 owned and operated stations) | $(9.0) | $(12.1) | $(6.4) |
| 93 television stations | 1.1 | (13.2) | (8.5) |
| Industry total | $(7.9) | $(25.3) | $(14.9) |

( ) Denotes loss.

[1] 1949 data covers 4 networks including their 14 owned and operated stations and 84 television stations.

[2] 1948 data covers 4 networks including their 10 owned and operated stations and 40 television stations.

# ALLOCATION VIEWS

## Industry Reaction Mixed

By LARRY CHRISTOPHER

PROSPECTS that color may make a bonanza out of the UHF after all —and that an asserted assault may be made upon the "little-used" FM band for additional VHF channels—stood forth prominently last week among the mass of views on the revised proposals which FCC hopes to make its final television allocation to the U. S. for generations to come [BROADCASTING • TELECASTING, March 26].

Overall, the industry greeted the Commission's plan engineering-wise with loud cries of "well done" and "more realistic." But allocationwise, Commission ears must suffer the range of "assinine," "good engineering but little sense," to "creditable job considering the framework in which they had to work."

"We also must remember," went another, "the boys at the Commission are darn proud of this plan . . . it took a long time . . . and it's going to be awful hard to get them to change it."

FCC proposes through its new plan, involving vastly revised engineering standards and allocation tables, to open up the full UHF band. With these 65 or 70 UHF channels, added to the 12 existing VHF channels, FCC will provide a nationwide distribution of nearly 2,000 stations in some 1,200 communities.

The Commission also proposes to: (1) reserve "indefinitely" about 10% of both VHF and UHF channels for noncommercial educational stations; (2) switch 31 of the 107 operating VHF stations to new VHF channels; (3) promptly unfreeze VHF-UHF channels in U.S. territories; (4) where possible grant existing VHF stations substantial power increases, and (5) generally lift UHF freeze in U.S.

All aspects of the partial freeze lift are contingent upon nature of comments FCC receives by May 8, deadline for replies to initial views due April 23.

Hearing on city-by-city allocation proposals begins May 23, may run two months. All previous comments are set aside and anyone wishing to take part must file anew by April 23.

Overall freeze lift cannot be made until after final allocation. Freeze on new TV construction began Sept. 30, 1948.

These reactions—many conflicting—came last week following distribution of FCC's proposal:

● **At least one well-known consulting engineering firm is recom-**

*(Continued on page 58)*

# SCOTUS QUESTIONS REVIEW SCOPE

## In Color Case

TWO big questions were posed by the U. S. Supreme Court as the fight against adoption of CBS color standards last week moved into the highest tribunal of the land:

1. What is the scope of the Supreme Court's review?

2. Was the District Court in Chicago derelict in its review?

The first question was most forcibly advanced by Justice Robert H. Jackson Tuesday when he asked CBS Counsel Samuel I. Rosenman if the Court was to be called upon to judge which system was superior. "How on earth are we going to qualify ourselves on these technical questions?" he added.

Whether the Chicago District Court had afforded proper review of RCA and other intervenors' case against the FCC decision of last fall adopting CBS color [BROADCASTING • TELECASTING, Dec. 12, 1950], was touched upon in remarks of other Supreme Court Justices. Solicitor General Philip B. Perlman however steadfastly maintained that the lower court had carried out its originally-announced intent of affording full and proper consideration of the issue. The bench had read excerpts from the Chicago decision in which that court dismissed the appellants' plea, but continued a temporary restraining order against the start of commercial color transmission by the CBS system pending further judgment by the Supreme Court.

This, coupled with the observation of Justice William O. Douglas on a recent Supreme Court decision, *Universal Camera Corp. v. National Labor Relations Board*, which remanded that particular case to an appeals court, prompted some observers to speculate that the whole color issue might be sent back to the Chicago Court with the suggestion that fuller review be made.

### Full Review Necessary

The *Universal Camera* decision provided, in part, that when a court reviews a case such as that, the entire record of the case should be studied and not merely the conclusions reached by the agency.

On the other hand, there were those who discounted the possibility of the case being remanded, saying that the Solicitor General's argument pointed up the fact that the case had been properly reviewed in District Court.

Throughout the argument, RCA counsel maintained that CBS' system should not have been adopted exclusively; that in addition RCA's system should have been authorized; that the Commission was "capricious and arbitrary" in its decision.

On the first point, Justice Felix Frankfurter questioned whether adopting one system of color TV transmission tended towards monopoly.

Chief Justice Vinson at the start of the second day of oral argument, Tuesday, announced that the Supreme Court, on motion of RCA,

*(Continued on page 66)*

# Puzzle: Find the Television Cameras . . . . . AN EDITORIAL

TAKE a close look at this picture.

It was made during a Washington session of the Kefauver committee. The picture was distributed by Acme Newspictures, which serves newspapers, so it could hardly be argued that the photographer was going out of his way to plan a shot that would be especially favorable to television.

Look at the picture.

There are five still cameramen crouched under the nose of the witness. They are waiting to explode flash bulbs in his face.

There are eight motion picture cameras ranged against the wall. Notice the bright Kleig light at top, left of center. If somebody extinguished that light, the eight newsreel cameras couldn't make a picture that would be decipherable.

Over in the right top corner is *one* television camera. If that Kleig light that is so necessary to the newsreels were to go out, the operator of the TV camera would make a quick adjustment of its lenses and continue to transmit a picture of high quality. TV doesn't need that blinding light at all. It doesn't need illumination any brighter than that ordinarily provided in a public meeting room.

This picture does not show all the news coverage equipment that was in the room at the time. There were two other TV cameras, and there were also other newsreel cameras (and other newsreel lights) as well as other still cameras (fitted out with flash guns), including the one that made this shot.

It shows enough, however, to emphasize the foolishness of the hullabaloo being raised these days by critics who claim television defaces premises to which it is admitted.

We are publishing the picture because we think it goes a long way toward establishing just which of the news coverage instruments causes the more distraction to a witness.

A lot of people are confused on this point. They associate television with strong lights and whirring cameras. The gamblers Kleinman and Rothkopf who refused to answer questions last Monday night were represented by an attorney who protested that TV cameras were "grinding" and that the bright "TV" lights were on. He also mentioned the presence of newsreel and still photographers, but the emphasis was on TV.

Newspaper reports of the Kefauver committee hearings for the past two weeks have repeatedly referred to "television lights," so repeatedly indeed that bright lights and TV are by now fixed as inseparable in the minds of many.

To listen to the objections of bashful gamblers and their shrewd attorneys and to read the newspapers, it is easy to believe that there is so much TV equipment in a hearing chamber that there is scarcely room for anyone else. This picture tells a different story.

If contempt proceedings against the reluctant witnesses, Kleinman and Rothkopf, are prosecuted, the legal precedent establishing the rights of TV will unquestionably be set. These rights will also be influenced if the Senate agrees to proceed with a general investigation of the subject.

We suggest that this picture constitutes an excellent piece of documentary evidence in such proceedings. It shows that TV is not the medium that upsets the decorum of a hearing. Indeed it is the least obtrusive instrument in the place.

# 'KEFAUVER QUIZ' Raises Coverage Question

THE NATIONAL crime story last week found television, as a medium, implicated in an impending legal test that is unique in U. S. history.

The judicial ramifications of the TV camera coverage of the Kefauver Crime Committee may be ironed out from two different approaches, in Congress, itself, and in the courts, perhaps eventally reaching the highest tribunal in the land.

Sentiment in Congress seemed to indicate that a study of television coverage, as proposed by a Republican member of the Senate Crime Investigating Committee — Sen. Alexander Wiley of Wisconsin, may extend to a review of the general conduct of Congressional investigatory groups.

Sen. Wiley introduced a resolution calling upon the Senate Rules committee to make a "thorough study" of the intricate problems posed by "past or proposed, televising or radio broadcasting or motion picture or other photographing, of proceedings of the Congress and its respective Houses and Committees."

The resolution (S. Res. 106) asked for a report to the Senate outlining the study made and recommendations.

### Contempt Citations Voted

Coincident with this Congressional preview, the Kefauver unit voted contempt citations against two Cleveland witnesses who balked at television. They were Morris Kleinman and Louis Rothkopf.

The committee's assistant chief counsel said that regardless of any testimony these two subpenaed witnesses may give in executive session the contempt citations would still be sought from the Senate. He could not give a definite timetable on the citation requests.

Attorney Timothy McMahon, also of Cleveland, in representing both reluctant witnesses, declared for the record:

". . . That to the rear of the witness . . . there appears five high-powered floodlights . . . three of which are focused behind the committee and in the face or on the person of the witness . . . that in the room there are three TV cameras, which are in varying degrees focused upon the members of the committee, counsel, and the witness."

Mr. Kleinman said he could check news articles for his testimony and could demand a retraction but that he had no way of knowing what happened on TV and on radio, what parts of the proceedings were given to the radio-TV audience, or what comments were made during the time he appeared.

Specifically, he charged the Kefauver committee procedure with violation of his Constitutional rights. He said he would not respond to interrogation unless apparatus, such as television, radio and news reels were shut off. When Bryson Rash of WMAL-TV Washington, in charge of the Washington TV coverage, offered to "shut off" TV—and it was for a brief interlude with cameras focused only on Chairman Estes Kefauver (D-Tenn.)—the witness demanded that "everything be shut off." The committee denied the request.

The witnesses, both Messrs. Kleinman and Rothkopf, took the identical position, further asserted that they were subject to (1) "glaring" lights, (2) observation on the manner of their sitting, talking, use of hands, clothes worn, etc. to "unfavorable comment," (3) distortion of voice, (4) increased nervousness, (5) showing of newreels on TV with various commentary by TV announcers or pickups of spectator opinions from the audience.

"If the TV industry wants me to aid in boosting the sale of TV sets, and the sponsors. . . . I am entitled to be consulted just the same as any other American amusement enterprise," the witnesses declared. Both men have been convicted for tax evasions.

After the hearing, Sen. Kefauver said he thought the refusals by the two men to answer questions with TV on the scene would make as good a legal test as possible.

Sen. Kefauver later commended radio, television and press coverage of the public hearings, as they flickered to a climatic conclusion. The national TV program, through the courtesy of the U. S. Senate and the television networks, had its future run in doubt.

Billings in the future hinged on whether the committee's life would be extended. Sen. Kefauver said he was going to step down regardless and added he favored a national crime commission. Republican members, Sens. Wiley and Charles W. Tobey (N. H.) looked to continued hearings.

Judge Samuel Leibowitz, distinguished jurist from Kings County, N. Y., appearing before the committee, asserted:

". . . Formerly before you had television, before the wide use of radio, a Costello or Erickson was an abstraction. He was something out of a story book. Today, the women of our country have seen these characters, they have been brought right into the living rooms, into the homes and for the first time, I believe, our women in this country have been aroused as they never have been aroused before . . ."

Sen. Wiley asked the legal expert for comment on the implications of the telecasting of Congressional committee proceedings on the civil rights of witnesses.

Judge Leibowitz said it was one thing to have a TV camera at the (Congressional) hearing but quite another to set up a TV camera with Kleig lights in a courtroom.

### Plan Group Proposed

He suggested the setting up of some over-all group to formulate a "carefully thought out plan how to handle this new giant, this new instrument that is just a day old, so to speak. It may be dynamite. It may cause untold harm where good is desired. . . ."

Sen. Wiley asked the magistrate: "Suppose we get a criminal before us with 30 or 40 million people looking in and he says he paid Judge Blank so much. What have we done?"

Judge Leibowitz said: "You've destroyed Judge Blank." A possible solution, the witness said, was granting the right to the accused to cross-examine the accusing witness.

Sen. Wiley, meanwhile, added a footnote by suggesting that in a national emergency, video could prove "a vital instrument" by permitting Congressmen to legislate via the medium.

No matter what the legal processes may be—and the TV case is sure to be battled through the courts right up to the Supreme Court—the public was asking for more. This was pointed up by a tremendous mail pull which showered postal congratulations and demands for continuance.

Over-all total received by committee participants, was believed to be greater than 25,000 or 30,000 letters and telegrams with about half asking for hearings to continue. Overwhelming majority of these letter writers favored continuance of TV.

Sen. Tobey said he favored televising important Senate debates and committee hearings and that TV "can be of a tremendous good" by showing people their government at work.

There was a change from crime to religion in Washington in the midst of TV proceedings. During March 24 coverage of hearings, WTOP-TV (CBS) did a last minute switch to pick up *Baptist Church Hour* at 3 p.m. The station was swamped with telephone calls protesting. WNBW (TV) (NBC), meanwhile, had begun its coverage. However, the committee called the station and asked it drop the crimecast so as not to attract viewers from the church telecast.

WNBW then switched to a religious film. The outlet's switchboard was tied up with calls from irate televiewers. It resumed coverage at 3:03 p.m. Sen. Kefauver ex-

*(Continued on page 68)*

**SEN. ESTES KEFAUVER (D-Tenn.), chairman of the Senate Crime Investigating Committee, congratulates G. Bennett Larson (l), vice president and general manager of WPIX (TV) New York, for station's fine job of originating and feeding the crimecasts to the TV industry. Ted Estabrook (c), WPIX director, basks in glory.**

* * *

**CITATION for WDSU-TV New Orlean's excellent coverage of the Kefauver hearings was presented to Robert D. Swezey, executive vice president and general manager, WDSU Broadcasting Corp. At the presentation were (l to r) Jimmy Nelson, chairman, Young Men's Business Club, organization which made the citation; Dr. Lawrence LeBon, first vice president, YMBC; Mr. Swezey, William Guste Jr., YMBC president; Gay Batson, WDSU chief announcer, and Ray Rich, WDSU-TV program director.**

## Allocation Views

*(Continued from page 55)*

mending color as the answer to the UHF problem, particularly in markets where VHF competition will exist.

● Those VHF operators whose views were known are highly elated by FCC's plan. It assures virtually no competition and practically doubled or trebled immediately the value of their investment, some said.

● Certain New York sources stated VHF-UHF intermixture and educational-reservation policies will result in two-network VHF system. It was noted plan provides three or more VHFs in only 27 markets, with 99 cities getting two each and 193 cities getting only one commercial VHF channel.

● Intimation from above CBS and NBC inevitably would become favored TV networks was laughed off by other networks with assurances of vigorous competition programwise.

● WELI New Haven, Conn., according to Chief Engineer Richard W. Davis who saw high hopes for UHF year ago [BROADCASTING • TELECASTING, Feb. 6, 1950], to seek Channel 59 there; ordered "first" UHF transmitter from GE before Korean war and has much other equipment on hand; site picked. "Connecticut UHF picture is good," he said.

● Other engineers see bright UHF future, some charging UHF to date has been "sold down the river" like FM was, and "vested interests" have been "more afraid of UHF than they ever were of color."

● From VHF standpoint, FCC can't solve allocation problem in New England or Pennsylvania "as a whole without cracking New York."

● VHF operators on low end—particularly Channels 2, 3 and 4—will eventually hit rough going from long distance interference (500 to 1,500 miles or more), since FCC plan provides no protection.

● Others wondered if the 13 or 18 "flexibility" channels at top of UHF may not be tagged for present VHF operators since VHF has from start been called "temporary home" while UHF has been called "permanent". Press of other services like aviation, safety-of-life, for VHF noted, plus FCC "hypothetical" questions on such switch during hearings.

● Joint Committee on Educational Television, which pressed reservation issue during proceedings, is preparing for renewed support of its initial petition for about 20% of all VHF-UHF channels. JCET is setting up Washington "headquarters" and staff.

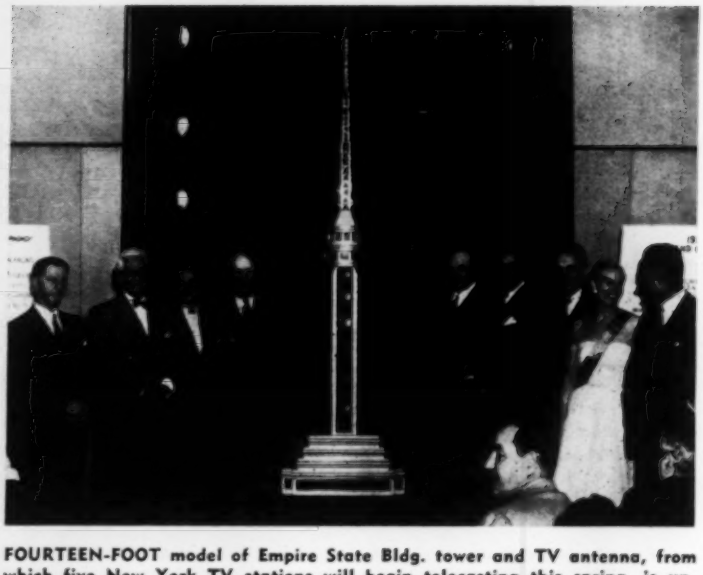
● Lehigh Valley (Bethlehem-Allentown-Easton, Pa.) citizens are up in arms over earlier deletion of VHF channel and substitution of three UHFs, reaffirmed by new plan. Even educators there are thumping for commercial VHF facility, according to reports.

● Many legal spokesmen felt allocation by rule making might be found unlawful, would upset whole plan. Educational reservation similarly considered. Inflexibility of allocation table was attacked in many quarters, with explanation have-nots may be completely shut out once plan is finalized.

Engineeringwise, FCC's plan looked good to industry representatives in the New York area.

Logically, most engineers there felt, TV should have been assigned the remainder of the VHF band up to 300 mc, which would have given a spread of frequencies with reasonably uniform characteristics. Insistence of the armed forces that these frequencies be reserved for their use, however, made it necessary to locate a part of the video assignments in the UHF band and under those circumstances the Commission probably did about as well as could be done, it was felt.

The plan of varying effective radiated power proportionately to city size drew praise from engineering executives, who agreed this would help stations to provide adequate service. Higher power for stations assigned to channels 7 to 83 was also lauded, particularly by engineers of stations on Channels 7 to 13, who pointed out this will make the task of receiver installation a simpler one and so help both viewer and telecaster.



**FOURTEEN-FOOT model of Empire State Bldg. tower and TV antenna, from which five New York TV stations will begin telecasting this spring, is unveiled at Institute of Radio Engineers' 40th annual convention** [BROADCASTING • TELECASTING, **March 26**]. **Distinguished guests included (l to r) FCC Comr. George E. Sterling; Comdr. Mortimer W. Loewi, DuMont TV Network director; FCC Comr. Frieda Hennock; Lt. Gen. Hugh Drum, president of Empire State Bldg.; Brig. Gen. David Sarnoff, RCA chairman of the board; Dr. Frank G. Kear, Kear & Kennedy, consulting engineers, Washington, D. C.; FCC Comr. E. M. Webster; 'Miss Empire State Building' (Kay Burke); Edward J. Noble, ABC chairman of the board.**

### Educational Issue

Little endorsement was voiced, however, for FCC's action in reserving channels for exclusive use of educational institutions and for the plan to locate both VHF and UHF stations in the same cities. Almost every industry executive reached by BROADCASTING • TELECASTING stressed the disadvantageous competitive position of the operator of UHF station in a city which also affords VHF service, as tests made so far with UHF have indicated program service in this area is both more expensive and less efficient than that in VHF.

Manufacturers of video transmitters reported they have been thinking about UHF equipment for some time and are now in the process of weighing the relative merits of maximum power, reasonable cost and operating efficiency to arrive at what will be the most attractive type of UHF transmitters for television station licensees.

Material shortages will not present too much of a problem in the transmitter field, these companies said, as their needs are very small in comparison to those of the manufacturers of automobiles, household appliances and radio and TV receivers. Provided, they all hastily added, that government requirements and restrictions are not increased.

Meanwhile, in Chicago, Zenith Radio Corp. expressed elation over provision within existing Zenith receivers enabling easy conversion for UHF reception.

Washington attorneys seemed to agree engineeringwise FCC's new proposal was a "good job" and more "realistic" than its predecessor. But a mixture of views, with some vigorous "don't quote me" objections, were reflected as to the allocation provisions and policies.

One prominent attorney said FCC is "treading on dangerous ground" legally in its educational reservation plan. If the policy were found unlawful, he said, this would "upset" the entire plan.

Another well-known attorney, citing AM history, said "there shouldn't be any educational assignments. These reservations deprive the large cities of competitive service, and when education can be worked in with regular programs."

This attorney also felt it unfair to force applicants to decide whether to chance UHF even before VHF may be available. By not chancing UHF, they could lose out all around, he said. In view of long-pending wishes for more VHF channels, he saw possibly forthcoming a concerted "assault" on the present FM band.

Another attorney, hearing from one client who is now operating a VHF outlet, quoted the anonymous licensee as saying the allocation plan immediately boosted his investment "by 300%. Made one-and-a-half million bucks just like that."

Apparent inflexibility of procedure to amend, "or even correct" the allocation table once it's made final got a good working over in some quarters. Also strongly attacked was allocation of channels to cities which obviously because of their small size could not support a station in the foreseeable future while depriving a healthy competitive service to nearby cities which could support the stations now.

Although the majority of Washington engineers considered FCC's revised technical standards more realistic, some felt the VHF channel paucity has resulted from FCC's failure to fully represent the industry during division of frequencies by the Interdepartmental Radio Advisory Committee.

Others considered the new VHF allocation "wasteful" and better use could have been made of VHF through closer spacings and directional antennas. Two additional channels also could be obtained from the FM band, it was noted, leaving enough to provide five FM stations in most cities.

### Public Protects Self

Another view was that FCC has worried too much about obsolescence because the public has proven in the past it protects itself when deciding whether a new service is worth the cost. One engineer also felt FCC is strait-jacketing standards too soon, stifling engineering initiative and precluding later incorporation of engineering advances.

One Washington management consultant, who supported some views of the majority of engineers, indicated applicants should go slow in pioneering UHF until the equipment and economic pictures are clarified. He saw UHF in possibly the same straits as FM.

The Assn. of Federal Communications Consulting Engineers, through its president, Andrew D. Ring, observed:

**The AFCCE presented certain comments on the television allocation hearing. The allocation released March 22 does not make the best use of the VHF channels. Idealized engineering principles are observed without too much consideration to the practicalities of equitable distribution of the facilities comparable with the actual population distribution and economic support.**

**In many cases the separation between existing stations has been increased and in a few cases there exists interference which will be eliminated, but in many other cases the increase in separation accomplishes a gross waste of facilities, probably under the theory UHF channels will supplement the VHF channels with smaller service areas.**

**The new allocation is over-simplified and made quite rigid, making very difficult the inclusion of new developments, the exercise of ingenuity and other means of improving service to the public. The rigidity of the allocation and the requirements such as elimination of directional antennas for protection means the maximum use cannot be made of the VHF channels for service to the greatest number of people.**

## Immediate Policy Board

*(Continued from page 26)*

(WMAR) has frequently arisen in connection with government allocations. With a background of 30 years in communications in the Navy, member of the former Radio Commission, and successively as assistant chief engineer and chief engineer of the FCC, Mr. Jett is regarded as one of the world's foremost allocations experts. A retired naval officer, he is devoting part-time to a Pentagon assignment on international allocations.

Throughout the report, special stress was laid on the important role privately-owned companies played in the country's telecommunications system and that "it should continue to be the policy of the United States Government to encourage and promote the health of these privately-owned companies as a vital national asset."

### Established Last Year

The Presidents Temporary Communications Policy Board was set up Feb. 17, 1950, for a one-year period, to study the present and potential use of radio and wire communications facilities by governmental and non-governmental users. The board was to present to the President evaluations and recommendations in the national interest concerning (a) policies for the most effective use of radio frequencies by governmental and non-governmental users and alternative administrative arrangement in the government for the sound effectuation of such policies, (b) policies with respect to international radio and wire communications, (c) the relationship of government communications, and (d) such related policy matter as the board may determine.

The temporary board was headed by Dr. Irvin S. Stewart, former FCC Commissioner and now president of U. of West Virginia, and included: Dr. Lee A. DuBridge, president of California Institute of Technology; David H. O'Brien, retired vice president of Graybar Electric Co. and wartime director of distribution for the Army Signal Corps; William L. Everitt, head of the electrical engineering department of the U. of Illinois, who also served on the Condon Committee on color television; and Dr. James R. Killian Jr., president of the Massachusetts Institute of Technology.

Having completed its work, the board turned its report over to the White House Feb. 17. Earlier this month copies were submitted to members of the FCC with request for recommendations. It is believed that the Commission is in sympathy with the broad plan.

In citing specific issues, the report, among other things, states that by better management of the spectrum, much more could be done with the frequencies now available and refers to "opportunity" for more effective, intensive and economical use of frequencies.

Assignment of space in the spectrum among private users (including state and local but not government agencies) is a responsibility of the FCC. "The total amount of such space available for assignment, however, is not determined by the FCC," relates the report. "In effect, it is determined by the President, who is responsible for the assignment and management of those frequencies used by . . . government agencies."

Interdepartmental Radio Advisory Committee (IRAC) assigns frequencies to federal users. Accordingly, the report says:

**Thus far, no national policy has existed to clarify this dual control of a single resource and thus to aid in governing the apportionment of space between private users and government users as groups. No criteria has been established for use in choosing between the conflicting needs of a government and non-government user.**

Following these issues, the temporary Communication Board made recommendations:

**1. Pressure on the radio frequency spectrum is steadily increasing as a result of the greater use of radio in telecommunications.**

**2. The means on which we have relied in the past for management of the spectrum are no longer adequate to resolve in the best national interests the problems produced by this increasing pressure.**

**3. Measured in terms of spectrum space rather than in numbers of discrete frequency channels, the federal government's share of the spectrum, though not so great as is commonly believed, is nevertheless large. While we do not know that it is out of proportion to the government's responsibilities, it must have the most adequate justification and careful management if the greatest benefit is to be obtained from it.**

**4. There is a need for a continuing determination of the changing requirements of federal government users both among themselves and in relation to the requirements of other users.**

**5. The recent rapid worldwide growth of telecommunications, combined with the needs of the current national emergency, makes the resolution of these problems a matter of great urgency.**

**6. The resolution of these problems can be secured only through adequate, energetic management, which demands that the government organize itself to take a comprehensive view of the telecommunications field.**

The report referred to "weaknesses" in present organization and practices, and stressed that due to "dual" authority of FCC and IRAC over the same entity, it is "essential" that there be full coordination between the two. It is further noted that FCC, as a member of IRAC, is, on one hand, afforded an opportunity to comment on assignments to government stations; on the other hand, when FCC considers it necessary to refer a proposal to IRAC, the latter committee has opportunity to comment. The report points out that final action by FCC does not require IRAC approval, but the reverse is not true.

Along with other spectrum problems, the Stewart board report makes recognition of congestion and need for space for television service.

### Cites Reallocation

Referring to the proposed reallocation plan, it is stated:

**The proposed plan, if adopted, will reduce the total number of VHF television stations in the United States and the number allocated to some areas. It will, however, provide for additional UHF stations. The proposed plan contemplates the allocation of both VHF and UHF stations in the same community. There is little possibility that a UHF can compete successfully with a VHF station. Within practical power limits, a UHF station cannot serve as large an area as can a VHF station. For a considerable period after the UHF stations commence operation, particularly in areas where there are VHF stations, there will probably be few UHF receivers and consequently a limited audience.**

The report notes that "relationships between the Commission and the President are always conditioned by the views of Congress—and in particular of those Senators and representatives who take a special interest in broadcasting or other communications matters—as to the proper role of the Commission and the degree of independence from the President it should enjoy."

The report further states:

**Many Congressmen take special interest in matters before the Commission which may affect availability of nationwide outlets for political debate, or which may affect communications activities in their home areas. These interests are largely concentrated in the field of broadcasting and television. We take account of this fact here because its effect on the Commission's freedom to emphasize the various parts of its total responsibility under the Communications Act according to its own sense of their importance or priority.**

**Some Congressmen regard the FCC as an "arm of Congress" and are anxious that the Commission maintain a healthy independence from Presidential influence and control.**

**FREDERICK B. MANCHEE (at microphone), vice president in charge of marketing, BBDO, addresses a luncheon meeting of the New York Chapter of the American Marketing Assn. March 19 [BROADCASTING • TELECASTING, March 26]. At left is Lewis Avery, Avery-Knodel; looking on at right is Robert Hutton, Edward Petry & Co. Mr. Hutton was chairman of the luncheon meeting which featured a panel discussion by members of the Special Test Survey Committee for Analysis of Radio and TV Research Techniques. Messrs. Manchee and Avery are members of the committee.**

# AT&T ALLOCATIONS

## *New Intercity Plan Starts*

NEW ALLOCATION plan for dividing AT&T intercity connecting facilities for television program transmission went into effect yesterday (Sunday) with the beginning of the second quarter of the year.

While complicated in some of its detailed provisions, the plan in essence calls for an equal division of the telephone transmission facilities—coaxial cable and radio relay—among the four TV networks. If the network to which any time period on any link of the interconnective facilities does not want that time, it is offered to the other three in rotation, but the first network can recapture the time on 30 days notice if it secures station acceptance for its program.

### No Disputes

Network representatives meeting with AT&T officials to work out the final allocations for the second quarter were agreeably surprised to find the process running smoothly, with practically no disputes arising. This was in marked contrast to the discussions preceding adoption of the equal-quarters formula which were both lengthy and acrimonious and were not concluded until the FCC had been called in as an arbiter [BROADCASTING • TELECASTING, Dec. 18, 1950].

New facility allocations will hold through the second quarter, during which a new division will be worked out for the third quarter (July-September) in accordance with a schedule which calls for a tentative four-way division of facilities to be made by April 15, with each network specifying its needs and receiving tentative time assignments not later than May 15. On June 9, each network is supposed to report to the telephone company on the station acceptances it has secured for the various time periods and what circuit assignment it desires. Conflicts are then worked out in conference.

Little difficulty is anticipated for the summer quarter allocations, but the time division for fall, when the new business year is beginning, may be harder.

# F&P POSTS

## Brooke, Stanton Named

APPOINTMENTS of John W. Brooke as eastern TV sales manager of Free & Peters and of George Stanton as midwestern TV sales manager of the station representative organization were announced Thursday by I. E. Showerman, vice president in charge of television.

Mr. Brooke, a graduate of Dartmouth College, has more than a decade of sales experience in the broadcast field, including three years with Edward Petry Co., six years with ABC and for the past 2½ years with the New York office of Free & Peters, where he assumes his new duties today (Monday).

Mr. Stanton entered advertising with a summer job at J. Walter Thompson Co. while he was a student at the U. of Illinois. In 1935 he joined Blackett-Sample-Hummert in Chicago, moving in 1940 to McCann-Erickson, where he was made media director in 1942 and account executive on Standard Oil Co. of Indiana in 1946. He assumes his duties as midwest TV sales manager in the Chicago office of Free & Peters April 15.

## Gambling Data

*(Continued from page 29)*

plained this common carrier jurisdiction, however, relates solely to rates charged and quality of service provided and said FCC cannot control the "content" of the material conveyed.

Asked why Continental Press is "not under your jurisdiction now," Chairman Coy explained it is not under FCC control for the same reason AP or UP is not, "they're not common carriers."

From the nature of this and further questions to Mr. Coy, observers felt the committee did not fully understand the principle which precludes FCC from controlling message content, as distinguished from regulation of rates and service.

Agreeing with the committee that there is no "easy solution to the problem," Chairman Coy said, "but if the control of transmission of what is essentially gambling information is as critical an element of interstate crime as you gentlemen appear to believe it is, then Congress should make it a federal crime for anyone to transmit by means of interstate communications facilities the types of gambling information described in the Commission's proposal which are useful only for gambling purposes.

"Such a criminal statute would strip from the transmitters of gambling information the veil of respectability under which they now operate," Chairman Coy continued. "It would avoid the necessity for involved and probably interminable administrative and court proceedings and place in the hands of properly qualified law enforcement officials the task of eliminating this interstate gambling business."

**'Realistic Measure'**

He indicated FCC basically is not opposing Justice Dept. efforts, but merely feels the Commission proposal is a more realistic measure, since it specifically details the data forbidden transmission while the Justice Dept. proposal only generally bans transmission of "gambling information."

Background and progress of the Justice Dept. bill had been outlined Monday morning in the general testimony given by U. S. Attorney General J. Howard McGrath.

Respecting the problem involved in forbidding transmission of information on bets, odds and prices paid, Chairman Coy said:

**It is naive to assume that such information becomes "legitimate news" merely because of the primary nature of the business of the transmitter of the information. I have yet to hear any argument or explanation of why the transmission of lottery information by newspapers or press associations is any more illegitimate than the transmission of bets, betting odds, or prices paid by newspapers and press associations.**

**Yet, radio stations and newspapers are at the present time prohibited from broadcasting or transmitting through the mails information about lotteries, even though it is clear that such information too is "legitimate news" in the sense that many people who would not participate in the illegal activities themselves like to hear about those who do.**

**Congress has recognized however, that it is necessary to restrict transmission of news about lotteries in order to prevent the crime itself. I think the same is true about information needed for gambling on horse and dog races and other sports events.**

**I should also like to point out that the bill proposed by the Commission would also operate to curb interstate gambling not only on horse and dog racing but on all other sporting events. I believe that making it a crime to transmit gambling information dealing with sports other than horse and dog racing is essential if the problem is to be met adequately.**

**It is my understanding, and certainly this Committee is more aware of the fact than I am, that there is already a great deal of nationwide gambling on such sports as basketball and baseball. Moreover, it is to be expected that if the interstate transmission of horse and dog racing informaion is effectively curbed, that the gambling interests of the country will concentrate more on these other sporting events.**

## President Search

*(Continued from page 28)*

Paul W. Morency, WTIC Hartford.

Three committee members isiting New York last week were Allan Woodall, WDAK Columbus, Ga.; Robert Swezey, WDSU New Orleans; and Harry Spence, KXRO Aberdeen, Wash.

One of the top candidates was understood to be Mr. Price, World War II director of the Office of Censorship. Mr. Price, who is receiving serious attention, currently is serving the last year of a five year contract with UN. He has been active in newspapers and moving pictures.

**Thomas in Running**

Mr. Thomas also is considered a top candidate for the NARTB presidency, as well as for the association's autonomous TV section chair, and, perhaps, the BAB presidency, should Mr. Ryan be chosen and accept the top NARTB post. Mr. White and Mr. Richards also are strongly regarded possibilities.

Other members of the scanning committee are Ben Strouse, WWDC Washington; William B. Quarton, WMT Cedar Rapids, Iowa; William A. Fay, WHAM Rochester; Patt McDonald, WHHM Memphis; and James D. Shouse, WLW Cincinnati.

In any event, Judge Miller returned last week to NARTB headquarters from his Latin American tour on behalf of the U. S. Advisory Commission, providing NARTB with operating leadership of which it had been deprived for a fortnight.

## From CBS to NBC

BEGINNING today (Monday), *The Somerset Maugham Television Theatre*, which Tintair has sponsored on CBS-TV since Oct. 18, will move to NBC-TV. This was announced by Martin L. Straus II, president and board chairman of Bymart Inc., which manufactures and distributes the home hair coloring. Mr. Straus said also, that *The Somerset Maugham Radio Theatre*, broadcast over CBS Saturday at 11:30 a.m. (EST), will continue on that network.

*Attending the opening of CBS color television demonstrations at Boston's Jordan Marsh store are Edward E. Mitton (l), president, Jordan Marsh Co., and Harold E. Fellows, manager, WEEI Boston and head of CBS New England operations.*

* * *

## MARSH COLORCAST

### Store Orders Equipment

SETTING a precedent in the retail field, Jordan Marsh Co. of Boston, New England's largest department store and the fourth largest in the country, last week originated, transmitted, and received within its own store closed circuit color TV showing of its merchandise. It is believed to be the first store to order color TV equipment for permanent store-wide use.

The Jordan Marsh demonstrations, in connection with the company's 100th anniversary celebration, gave the general public in the area its first opportunity to view CBS color television [BROADCASTING • TELECASTING, March 26]. Over 6,000 persons were attracted the first day.

Nine 15-minute shows daily were scheduled, Tuesday through Saturday, with viewers watching the showings from three receivers in Centennial Hall on the fifth floor. Equipment was Remington-Rand.

Richard H. Edwards Jr., vice president of Jordan's, explained that the store was holding the exhibition "because we believe the Jordan Marsh Co. should always be first in bringing the unusual and the new things to New England. Therefore, our company has ordered color television equipment which shortly will be a regular feature within the store."

## Automobile TV Set

CHICAGO'S first-known auto TV receiver was installed in a Cadillac sedan last week at a cost of $1,000. William B. McDonald, president, Mid-States Corp., ordered installation of a 12½-inch Zenith table model. Controls are inside left arm rest, with other tubes and equipment in the trunk. The speaker is located behind the rear seat, and an electric revolving antenna is attached to the trunk.

## NARTB Polishes Agenda

*(Continued from page 28)*

gates when he appears as a participant on the sports panel.

General theme of the agenda is "TV In the Year Ahead," with Eugene Thomas, WOR-TV New York and TV board chairman, presiding.

Mr. Hamilton will appear along with other university officials, as yet un-named, to discuss the general sports outlook, particularly the football picture.

At 11 a.m. a session will be devoted to "Morning Programming—Does It Pay?" with executives of Cincinnati's three TV outlets to take part. Scheduled to talk are James D. Shouse, WLWT; Mort Watters, WCPO-TV, and U. A. Latham, WKRC-TV. Accent will be on early hour programming and how to build audiences in this comparatively new phase of TV—in which these stations have specialized.

A session on "What Will Happen to TV Circulation?" is slated to follow at 11:30, with speaker unscheduled, and one on "Making Better Use of Film" at 11:45. The film aspect will be covered by Charles Brown, director, TV sales, Bing Crosby Enterprises, and others. The luncheon is scheduled for the Grand Ballroom at 12:30.

**Outler to Speak**

Afternoon program will get underway at 2:30 p.m. with a discussion of "Small Budget Operation" and money-saving methods. John Outler Jr., WSB-TV Atlanta, will speak on "Successful Selling" in the next session. At 3:15 a business program will be open to delegates, presided over by Mr. Thomas.

Possibility of FCC lifting the TV freeze will be explored during a panel discussion of "The Big Thaw." NARTB had not yet set speakers or participants, but the agenda calls for top-level industry and FCC officials.

Other sessions set for convention week were reported in BROADCASTING • TELECASTING, March 26.

## P. R. VIDEO

### New Station Considered

EMPIRE COIL CO., New Rochelle, N. Y., licensee of WXEL (TV) Cleveland, is considering the feasibility of starting a TV station in Puerto Rico, but has made no definite decision, Herbert Mayer, president, said Thursday. A United Press report from San Juan, P. R., had stated that plans for the new station had been "announced officially" by the Economic Development Administration of the island.

Mr. Mayer explained that on a recent trip to Puerto Rico to investigate the locality as a site for a factory to make coils and condensers, which he said he is "seriously considering," he discussed the telecasting situation with EDA officials, but he said the announcement that a station will be erected was premature, at best.

# COVERAGE COVERAGE COVERAGE!

IN ALL DIRECTIONS

## it's WBAP-TV
### IN TERRELL, TEXAS, TOO
### TO THE EAST OF FORT WORTH AND BEYOND DALLAS

. . . more viewers tune more to WBAP-TV's Channel 5. The Terrell family, pictured at right, Mr. and Mrs. J. C. Patton, Jr., Greg and Carol, of 214 Elm Drive in Terrell, agree "We tune more to WBAP-TV, because of its clear, steady picture and excellent programs."

In all directions, east, west, north and south, from WBAP-TV's transmitter and antenna (highest in the Fort Worth-Dallas area, 1138 feet above sea level), viewers like the Pattons have become WBAP-TV fans. Sixteen wealthy counties in the prosperous Fort Worth-Dallas area are reached and covered by WBAP-TV. Your sales story, told on WBAP-TV, gets results in the South's No. 1 market, leading Houston and New Orleans in that order.

*THE PATTON FAMILY of Terrell, Texas—representative of viewers throughout the 16-county WBAP-TV market who see more, more often, on Channel 5.*

ALMOST 400,000 VIEWERS with over 110,000 TV sets now make up the television population of the fabulously rich Fort Worth-Dallas market. Contact the station or any Free & Peters man for WBAP-TV's complete coverage story.

16-County
MARKET ANALYSIS

| | |
|---|---|
| Retail Sales | $1,300,208,290 |
| Population | 1,170,065 |
| Families | 343,381 |

## WBAP-TV
### CHANNEL 5

**STAR-TELEGRAM STATION**
FORT WORTH, TEXAS

FREE & PETERS INC.
*Exclusive National Representatives*

AMON CARTER, *President*
HAROLD HOUGH, *Director*
GEORGE CRANSTON, *Manager*
ROY BACUS, *Commercial Mgr.*

It's like a four-ring circus—having the best shows from all four TV networks—and even more fun for 500,000 viewers.

No wonder Toledoans are climbing aboard at a lively clip. Sets sales now stand at . . .

And—as an added attraction, remember WSPD-TV bonus coverage in Northwestern Ohio and Southern Michigan.

There's still a spot for you. Why not climb on, too? Katz has the story. Get it today.

**WSPD**
TOLEDO, OHIO
A FORT INDUSTRY STATION
5000 WATTS ● NBC
Represented by
THE KATZ AGENCY, INC.
**WSPD-TV**
CHANNEL 13
Nat Sales Hq 488 Madison Ave
New York 22 ELdorado 5-2455


# telestatus

## Industrial Surveys Reports On Set Ownership

**(Report 157)**

ONE in every four U. S. families owned a TV set in January, and one in every three families with children under 12, according to Sam Barton, president of Industrial Surveys Co., Chicago. The figures represent the second such research project conducted by the firm.

Thirty percent of families with children under 12 own sets, and 24.2% of all U. S. families. This compares with 17.9% of all families which owned receivers in September, when the last report was made. In number of homes, there is an increase from 7,214,000 to 10 million.

In an analysis of characteristics of owners and differences in the rate of ownership among population groups, Mr. Barton's researchers found the highest rate of ownership in the Northeast region, where 43 in every 100 families had TV sets. Next was Pacific, with 1 in 4; North Central, 23%; the South, 8%, and Mountain and Southwest, 7%.

Although the rate among farm families doubled between September and January, it was still low, 6%.

Rated by economic class quartiles, about 1 in 3 upper income families are TV owners. Quartiles were based on total family income, and include "many larger member families and skilled labor categories." Families in which the head of the family had high school education showed a 30% level of ownership, with college families next highest with 23%.

Craftsmen and foremen (skilled labor) owned more sets than any other occupation group—1 in 3 families. Families headed by professionals and executives had a 30% rating. Larger families own more receivers, with 30% of all 4- and 5-member groups owning sets compared with 16 out of 100 in the 1- and 2-member families.

Families with children under 12 had a 30% ownership, those with no children, 19%.

Industrial Surveys Co., which last week bought Market Research Co. of America, based its figures on a survey conducted among its national consumer panel, a group of 4,500 families distributed according to population concentration.

The company will conduct its next video census this month, when Mr. Barton thinks findings may show "another surge of set buying as a result of Sen. Kefauver's stimulus to viewing." Earlier figures reflected fall scare buying and Christmas shopping, he said.

Following are the comparisons on set ownership between September and January statistics:

| | Sept. 1950 | Jan. 1951 |
|---|---|---|
| U. S. TOTAL | 18% | 24% |
| REGIONS | | |
| Northeast | 35 | 43 |
| South | 4 | 8 |
| North Central | 15 | 23 |
| Mountain and Southwest | 3 | 7 |
| Pacific | 19 | 25 |
| CITY SIZE | | |
| Farm | 3 | 6 |
| Under 10,000 | 5 | 9 |
| 10,000-100,000 | 9 | 13 |
| 100,000-500,000 | 17 | 25 |
| 500,000 and over | 40 | 51 |
| ECONOMIC CLASS | | |
| A (upper) | 24 | 32 |
| B | 19 | 26 |
| C | 18 | 24 |
| D (lower) | 12 | 16 |
| EDUCATION | | |
| Grade School | 16 | 21 |
| High School | 22 | 30 |
| College | 17 | 23 |
| OCCUPATION | | |
| Prof. & Exec. | 21 | 30 |
| Clerical, Sales & Service | 22 | 28 |
| Craftsmen & Foremen | 25 | 33 |
| Laborer & Operators | 19 | 25 |
| Farmer | 3 | 5 |
| Unclassified | 8 | 11 |
| SIZE OF FAMILES | | |
| 1-2 members | 12 | 16 |
| 3 members | 18 | 25 |
| 4-5 members | 22 | 30 |
| 6 and over | 19 | 23 |
| PRESENCE OF CHILDREN | | |
| 5 yrs. and under | 23 | 30 |
| 6-12 | 22 | 30 |
| 13-20 | 18 | 24 |
| No children | 13 | 19 |

* * *

## Berle Leads ARB March TV Reports

MILTON BERLE and his *Texaco Star Theatre* once more outdistanced all television network programs both in popularity rating and in total number of homes reached, as shown by ARB TV-Nationals results for March. On March 6, *Star Theatre* attained a

*(Continued on page 67)*

## Weekly Television Summary— APRIL 2, 1951 TELECASTING Survey

| City | Outlets On Air | Sets in Area |
|---|---|---|
| Albuquerque | KOB-TV | 7,400 |
| Ames | WOI-TV | 50,590 |
| Atlanta | WAGA-TV, WSB-TV | 115,000 |
| Baltimore | WAAM, WBAL-TV, WMAR-TV | 284,985 |
| Binghamton | WNBF-TV | 34,410 |
| Birmingham | WAFM-TV, WBRC-TV | 36,000 |
| Bloomington | WTTV | 14,900 |
| Boston | WBZ-TV, WNAC-TV | 700,510 |
| Buffalo | WBEN-TV | 190,911 |
| Charlotte | WBTV | 68,633 |
| Chicago | WBKB, WENR-TV, WGN-TV, WNBQ | 888,034 |
| Cincinnati | WCPO-TV, WKRC-TV, WLWT | 259,000 |
| Cleveland | WEWS, WNBK, WXEL | 453,575 |
| Columbus | WBNS-TV, WLWC, WTVN | 176,541 |
| Dallas, Ft. Worth | KRLD-TV, WFAA-TV, WBAP-TV | 109,264 |
| Davenport | WOC-TV | 49,581 |
| | Quad Cities Include Davenport, Moline, Rock Isa., E. Moline | |
| Dayton | WHIO-TV, WLWD | 190,000 |
| Detroit | WJBK-TV, WWJ-TV, WXYZ-TV | 445,679 |
| Erie | WICU | 50,000 |
| Ft. Worth-Dallas | WBAP-TV, KRLD-TV, WFAA-TV | 109,264 |
| Grand Rapids-Kalamazoo | WLAV-TV | 111,929 |
| Greensboro | WFMY-TV | 57,455 |
| Houston | KPRC-TV | 69,493 |
| Huntington-Charleston | WSAZ-TV | 41,300 |
| Indianapolis | WFBM-TV | 140,000 |
| Jacksonville | WMBR-TV | 28,000 |
| Johnstown | WJAC-TV | 75,100 |
| Kalamazoo-Grand Rapids | WKZO-TV | 120,269 |
| Kansas City | WDAF-TV | 107,919 |
| Lancaster | WGAL-TV | 84,606 |
| Lansing | WJIM-TV | 46,000 |
| Los Angeles | KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV | 877,421 |
| Louisville | WAVE-TV, WHAS-TV | 82,858 |
| Memphis | WMCT | 79,277 |
| Miami | WTVJ | 60,000 |
| Milwaukee | WTMJ-TV | 224,721 |
| Minn.-St. Paul | KSTP-TV, WTCN-TV | 251,100 |
| Nashville | WSM-TV | 24,781 |
| New Haven | WNHC-TV | 143,800 |
| New Orleans | WDSU-TV | 52,150 |
| New York | WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX | 2,240,000 |
| Newark | WATV | |
| Norfolk | WTAR-TV | 61,459 |
| Oklahoma City | WKY-TV | 79,495 |
| Omaha | KMTV, WOW-TV | 72,807 |
| Philadelphia | WCAU-TV, WFIL-TV, WPTZ | 814,000 |
| Phoenix | KPHO-TV | 37,400 |
| Pittsburgh | WDTV | 212,000 |
| Providence | WJAR-TV | 105,355 |
| Richmond | WTVR | 68,754 |
| Rochester | WHAM-TV | 77,219 |
| Rock Island | WHBF-TV | 49,581 |
| Quad Cities | Include Davenport, Moline, Rock Isa., E. Moline | |
| Salt Lake City | KDYL-TV, KSL-TV | 39,000 |
| San Antonio | KEYL, WOAI-TV | 42,854 |
| San Diego | KFMB-TV | 91,000 |
| San Francisco | KGO-TV, KPIX, KRON-TV | 168,215 |
| Schenectady Albany-Troy | WRGB | 147,000 |
| Seattle | KING-TV | 75,800 |
| St. Louis | KSD-TV | 268,000 |
| Syracuse | WHEN, WSYR-TV | 107,961 |
| Toledo | WSPD-TV | 125,000 |
| Tulsa | KOTV | 71,235 |
| Utica-Rome | WKTV | 38,500 |
| Washington | WMAL-TV, WNBW, WTOP-TV, WTTG | 244,260 |
| Wilmington | WDEL-TV | 59,901 |

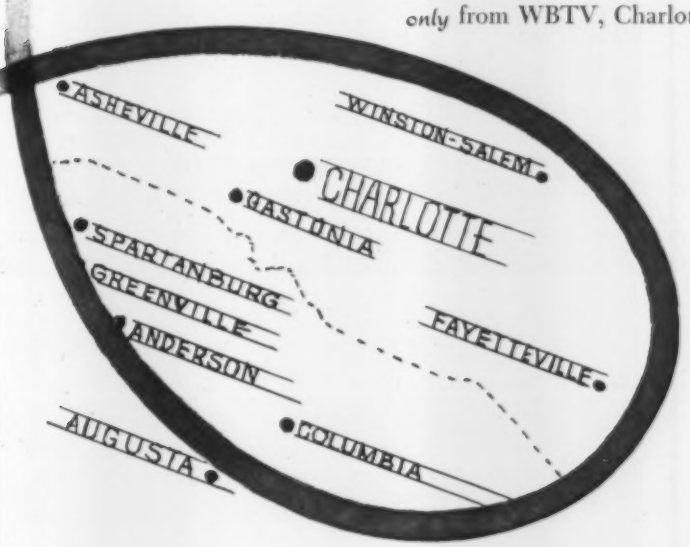
**Total Markets on Air 63** **Stations on Air 107** **Estimated Sets in Use 11,590,000**

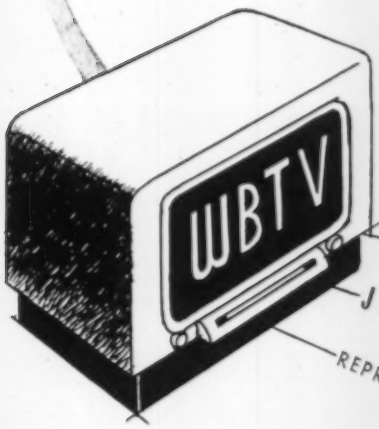
**Editor's Note: Totals for each market represent estimated sets within televiewing area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.**

# CABLE TELEVISION FOR 3 MILLION CAROLINIANS

## GASTONIA, NORTH CAROLINA

Capital of the South's cotton textile empire, Gaston County's 160 textile mills make it first in the nation in the consumption of raw cotton . . . produce over 200 million dollars worth of finished goods annually. Gaston County's 110,706 people receive television service *only* from WBTV, Charlotte.




CHARLOTTE, NORTH CAROLINA

JEFFERSON STANDARD BROADCASTING COMPANY

REPRESENTED NATIONALLY BY RADIO SALES

**LAST Wednesday the AAAA Committee on Radio and Television Broadcasting gave a surprise party at the Ritz-Carlton, New York, honoring Linnea Nelson, chief timebuyer of J. Walter Thompson Co. who is retiring after 24 years of service. Present were, standing (l to r), Kenneth Godfrey, AAAA; Charles Ayres, ABC; William Dekker, McCann-Erickson; Henry Clochessy, Compton Adv; George Kern, Benton & Bowles; Gordon Mills, NBC; Bill Maillefert, Edward Petry & Co.; Alvin Kaplan, Kaplan & Bruck; George Castleman, Bermingham, Castleman & Pierce; seated, Frederic Gamble, AAAA; Miss Nelson, Frank Silvernail, BBDO; Beth Black, Joseph Katz.**

☆ ★ ★

# LINNEA NELSON FETED

## REC Luncheon Honors Retiring Timebuyer

ANNE WRIGHT, Jayne Shannon and Jim Luce, listed in accordance with the length of her association with them, will take over her duties, Linnea Nelson, retiring chief timebuyer of J. Walter Thompson Co., New York, announced last Thursday at a Radio Executives Club luncheon held at the Waldorf-Astoria, New York, in her honor.

The luncheon climaxed a series of luncheons and parties honoring Miss Nelson upon her retirement from a post that she has held for the past 23 years. More than 250 radio executives turned out in full force to fete Miss Nelson at the luncheon.

Max Everett, vice president of NARTSR, kicked off the proceedings by giving Miss Nelson a diploma-like presentation on behalf of the members of NARTSR for "her many services."

### Kobak Gift

Edgar Kobak, business consultant, station owner and BAB board chairman, sent Miss Nelson a *Betty Crocker Cook Book* which he said he hoped would help her in her retirement.

Doris Corwith, NBC, and on behalf of the Assn. of Women Broadcasters, presented the retiring dean of timebuyers with a salad bowl.

Claude Barrere, talent representative, on behalf of all "unrepresentative representatives" of the industry, gave Miss Nelson a can of worms.

Robert Saudek, vice president, ABC, and president of REC, on behalf of the club, presented Miss Nelson with a twin set of fishing rods.

Miss Nelson expressed her gratitude and thanks to those present and concluded with the announcement of the aforementioned successors [CLOSED CIRCUIT, Feb. 26]. She hoped that they "would have as much fun" as she did for the past 23 years.

# *OHIO MEETING*

## *Video To Command Lead*

TELEVISION will command a leading spot in the opening general session of the 21st annual Ohio State Institute for Education by Radio, according to a preliminary schedule released last week.

The institute, in Columbus May 3-6, is expected to attract more than 1,200 leaders from educational and commercial broadcasting. A delegation from the FCC also is expected.

Dr. I. Keith Tyler, institute director, who is arranging the program, said that the opening topic will be, "How Can the Public Interest Best Be Served Through Television."

Other general topics announced by Dr. Tyler are, "Is Broadcasting an Effective Medium for Developing Understanding Among Nations?" and "The Status of Educational Broadcasting."

Smaller groups will discuss about 40 varied subjects of interest to both broadcasters and telecasters.

Announcement of awards in the 15th annual American Exhibition of Educational Radio Programs will be made May 6, the day of the annual institute dinner. Preliminary judging of over 400 programs is underway.

# SAG UPHELD

## In Film Dispute With TVA

NLRB in Washington last week handed down a decision upholding the Screen Actors Guild position in the television jurisdiction controversy with Television Authority and ordered representation elections to be held within 30 days after March 26 for actors employed by three producers associations and six independent TV producers.

Associations include Assn. of Motion Picture Producers, Society of Independent Motion Picture Producers, Independent Motion Picture Producers Assn. Independent producers are Bing Crosby Enterprises, Apex Film Corp., Cisco Kid Pictures, Jerry Fairbanks Productions, Flying A Pictures, and Hal Roach Studios Inc.

Hearings were held by NLRB in Los Angeles last fall looking into a SAG petition seeking NLRB representation election and certification as exclusive collective bargaining agent for all actors employed by these producers for films however exhibited. TVA intervened in the case, taking the stand that actors in televised motion pictures should be in a different bargaining unit from actors in other types of motion pictures.

These hearings are not to be confused with current NLRB Hollywood hearings recently transferred from New York looking into a TVA petition for certification as bargaining agent for TV performers, in which SAG intervened. (See separate story.)

In its decision supporting the SAG stand, NLRB stated that "the making of television motion pictures requires no change in the technical processes either in front or in back of the motion picture camera, and the hiring of actors from the employment pool is the same for all types of film productions."

Eligible to vote in multiple employer units will be all actors employed for at least three days during the nine months preceding March 26; among single employers, actors who have worked two days during the nine-month period.

# NCAA PROBE

## Morison Wants More Facts

NCAA's TV steering committee, headed by Chairman Tom Hamilton, is scheduled to appear at the Dept. of Justice in Washington today for further questioning concerning NCAA's ban on live telecasting of college football, it was reported last week.

Members of the committee are to sit down with H. Graham Morison, head, Justice's anti-trust division, to go over material submitted last Wednesday.

"We are still in the fact-finding stage," said Mr. Morison. The Justice Dept. undertook its investigation after receiving a complaint from an Oklahoma state senator.

The senator, George Miskovsky, Oklahoma City, had introduced a bill to direct state-supported colleges to permit live telecasting. The Big Seven Conference, of which the state-supported U. of Oklahoma is a member, countered with a warning that if the bill was passed, the Sooners would have all games canceled. In the face of this threat, the Oklahoma State Legislature shelved the bill.

Sen. Miskovsky, nevertheless, said that he would continue to press for the Justice Dept. investigation. He said: "Their action clearly shows two things: (1) That it is a combination in restraint, and (2) that they are forcing the U. of Oklahoma to not televise through fear of reprisals."

Acting on Sen. Miskovsky's complaint, Mr. Morison wrote NCAA and Big Seven representatives asking for information. Last Wednesday, R. C. Duffy, NCAA legal representative in Philadelphia, with Sam Clammer, Washington representative, submitted to Mr. Morison a detailed answer. It is this material, plus further questioning, which will form the substance of today's meeting.

NCAA's TV steering committee, meanwhile, was reported as having several proposals under consideration to modify the ban, such as limited telecasts, or telecasts of only sell-out games [BROADCASTING • TELECASTING, March 26].

In Oklahoma's neighboring state, Texas, Matty Bell, Southern Methodist U. athletic director, told the Fort Worth Traffic Club on March 19 that "live telecasts of football can be worked out so that we will all profit by television.

"Radio has helped develop more interest in sports than any other medium. A year ago in the Southwest Conference we televised sell-out games and it proved satisfactory," said Mr. Bell.

DAYTIME
28%
SETS IN USE!
WTVJ
CHANNEL 4 MIAMI
Full Coverage of
SOUTH FLORIDA
Includes
S. Palm Beach County
Ft. Lauderdale
Hollywood
and Greater Miami
WTVJ
CHANNEL 4 MIAMI
BY A
FULL TIME
TELEVISION
STATION
9 A.M. 'TIL 1 A.M.
CHANNEL 4 MIAMI
WTVJ
REPRESENTED BY
FREE & PETERS

# ASCAP REVENUE

## Radio-TV Accounts For $1,273,187

RADIO and television were responsible for the $1,273,187 increase in the gross revenue of ASCAP during 1950, according to a financial statement presented at the society's annual membership meeting last Tuesday at New York's Waldorf-Astoria Hotel.

ASCAP gross income in 1950 totaled $11,874,321, a gain of 12% over the 1949 gross of $10,601,184. After deduction of expenses, ASCAP had a net income in 1950 of $9,044,842, of which $9,022,391 was distributed to its members, compared with a distribution of $8,056,012 in 1949.

Two chief factors in the increased revenue during 1950 were a rise of more than $400,000 from radio and approximately $925,000 from television, the report stated. Latter figure represents payment from the TV networks for their network operations and their owned and operated stations which have blanket ASCAP licenses, and from other TV stations under the interim license plan which has been in effect while negotiations were in progress for a per program TV license.

The interim licenses for TV stations will be terminated shortly. ASCAP on March 7 mailed its own per program license forms, together with blanket license forms as negotiated with an industry committee, to TV station operators, who have 30 days from the receipt of these forms to notify ASCAP which, if either of them, will be taken [BROADCASTING • TELECASTING, March 12].

Immediate industry reaction that the radio-plus-more than 100% formula of the TV per program licenses is outrageous and completely unreasonable—particularly in view of the radio-plus-10% formula of the blanket licenses for television—has not changed, if the telecasters to whom BROADCASTING • TELECASTING has talked constitute a fair industry sample.

ASCAP declined last week to reveal how many stations have accepted either of the offered licenses, which may be taken as a good indication that the number is small.

### Stations Respond

TV station operators have responded well to the call of Dwight Martin, chairman of the All Industry TV Per Program Committee, for funds to carry on the fight for fair license terms, Stuart Sprague, committee counsel, said last week. Not a single station has notified the committee that it will not pay the fee, he said. Letters accompanying the initial payments, Mr. Sprague reported, did not reflect any clear-cut industry opinion as to the desirability of inaugurating court action at this time.

At the annual ASCAP membership meeting, results of the election of directors were announced as follows:

Stanley Adams, Fred E. Ahlert, Gene Buck, Paul Cunningham, Oscar Hammerstein 2d, Otto A. Harbach (president), Edgar Leslie, George E. Meyer and Jack Yellen from writer members in popular-production field; John Tasker Howard, A. Walter Kramer and Deems Taylor from standard writer group; Louis Bernstein, Saul H. Bourne, Irving Caesar, Max Dreyfus, Bernard Goodwin, Jack Mills, Abe Olman, J. J. Robbins and Herman Starr from publisher members of popular-production group, and Frank H. Connor, Donald Gray and Gustave Schirmer from publisher members in standard group.

Election was the first to be made under the new system whereby the entire board is elected every two years, instead of electing eight members every year for three-year terms. Only one director was changed, Jack Yellen succeeding Ray Henderson as one of the directors representing writers in the popular music field. ASCAP membership now totals 2,653 active members and 141 non-participating members.

Discussion at the annual ASCAP membership meeting was confined almost entirely to the revised method of calculating distribution of funds to members inaugurated last year. Many members voiced dissatisfaction with the new system but few constructive suggestions for its improvement were offered, it was reported.

# BASEBALLCASTS

## '51 Season To Be Greatest

RADIO and television will bring baseball to more persons this year than ever before.

This season, 1,005 radio stations, and 35 TV stations, are expected to reach 20 million fans, according to C. L. Jordan, executive vice president, N. W. Ayer & Son Inc., Philadelphia. Last year, said Mr. Jordan, 800 radio outlets and 35 TV stations brought diamondcasts to an estimated 17 million fans.

Minor league club owners are complaining that some 645 stations will be carrying major league games to minor league territory.

Meanwhile, Falstaff Brewing Co. will sponsor broadcasts of night games of the Columbus Cardinals in the South Atlantic League over WGBA-AM-FM Columbus, Ga. Walter M. Windsor, WGBA general manager, announced the signing of the contract with Falstaff through Dancer - Fitzgerald - Sample, agency, and The Branham Co., station representative.

Also announced, by James Leonard, general manager, WLWC (TV) Columbus, Ohio, was the signing of a contract for WLWC to telecast a portion of the Columbus Red Bird baseball club's home games this season, under sponsorship of the Burger Brewing Co. The same company also will sponsor several of the Cincinnati Reds games over WLWC.

NITETIME
67%
SETS IN USE!
WTVJ
CHANNEL 4 MIAMI
Full Coverage of
SOUTH FLORIDA
Includes
S. Palm Beach County
Ft. Lauderdale
Hollywood
and Greater Miami
WTVJ
CHANNEL 4 MIAMI
BY A
FULL TIME
TELEVISION
STATION
9 A.M. 'TIL 1 A.M.
CHANNEL 4 MIAMI
WTVJ
REPRESENTED BY
FREE & PETERS

## SCOTUS Review

*(Continued from page 56)*

continued the stay order against the start of commercial color by CBS, pending its decision. The FCC had assented to the motion and asked for an early decision on the color case by the Court. Deadline of stay, as set by the Chicago court, was April 1.

John T. Cahill, counsel for RCA and its subsidiaries, NBC and RCA Victor Distributing Corp., at the outset of his argument Monday charged that final adoption of CBS standards "outlawed" any other system of color broadcasting.

He said that use of the incompatible system during the current Kefauver hearings, for example, would mean that none of the set owners now seeing it on black and white would be able to view it without a converter costing up to $115 overall. This he termed as "imperilling" the interest of "45 million people." He cited advantages of a compatible RCA system in contrast.

Mr. Cahill also held that the CBS color picture was "inferior" with a degradation "60% backwards" of existing black and white.

The FCC in reaching its decision had discounted much industry testimony and advice on the merits of the respective systems, RCA counsel stated.

Counsel said that the public wants 16" or larger TV pictures, whereas the present CBS system imposes a limit of 12½".

### Claims Reports 'Ignored'

Mr. Cahill, who described the Commission's report as "a rewarding study in semantics," maintained that the Condon report on color and the RCA progress report have been ignored by the FCC in its color conclusions.

He again stressed the "standard gauge" argument—that once the CBS standards are put into force, the character of television for generations to come is formed.

Justice Frankfurter asked RCA counsel what stand he would have taken if the CBS system had been the only method presented to the FCC at the time of the decision.

"I would have said 'Let's wait, the time for color television has not come,'" Mr. Cahill answered.

Judge Simon R. Rifkind, counsel for Emerson Radio & Phonograph Corp., intervenor in the case, followed Mr. Cahill and emphasized that the findings of the Commission did not support its decision. Judge Rifkind, disclaiming to go into the merits of respective color systems, declared his argument was focused on "adequacy of the findings."

He supported the RCA's contention that as "a practical matter" definitely setting CBS standards could pose a hardship for the industry if later developments deemed it advisable to utilize another system.

He said that Emerson had already sold 700,000 sets and that in faith to buyers it did not want these receivers to be obsoleted.

"Findings of the FCC sustain only one answer—that it [color] is not ready," reiterated Emerson counsel, who had declared that the Commission, in alternative to a color decision, should do what the British Broadcasting Corp. has done—"say that color hasn't arrived yet."

Judge Rifkind also argued that the decision was invalid in that the FCC sought to regulate radio and television manufacturers. This, he said, was an industry over which the Commission has no authority.

Alfred Kamin, representing the International Brotherhood of Electrical Workers, next sought to point out that the Commission's decision was made on the assumption that present sets could easily be converted and was based on a survey of small screen receivers then in use, a survey which, he said, was obsolete even before the hearing was over. He introduced a cardboard exhibit in an attempt to show bulky and impractical aspects of the CBS color disc.

Judge Rosenman, opening the arguments for the appellees, described aspects of the competing systems and pointed out that CBS standards meet "almost all criteria" for satisfactory color. RCA's system does not, he said, citing as an example the distortion that would occur if one of three pickup tubes in the RCA camera was the least bit out of adjustment. He declared that in comparison, CBS had already successfully field tested its system under rough conditions.

Judge Rosenman expressed his belief that the Commission had not closed the door to other developments in color that might be brought out.

Judge Rosenman also declared that during the FCC hearings Brig. Gen. David Sarnoff, RCA board chairman, had testified that if the Commission was going to adopt RCA's color system, then don't adopt multiple standards.

At the conclusion of Monday afternoon's argument, Justice Frankfurter posed: "How far can scientific development in a fast-growing field be foreclosed by a government commission, which is not composed of experts?"

When the sessions resumed Tuesday afternoon Justic Jackson asked CBS counsel to define the Supreme Court's role in this case, questioning, in view of the arguments, whether the Court was to decide which color system was the better. Judge Rosenman conceded that the technical decision was not the Court's, but rather FCC's.

### Systems Compared

Judge Rosenman declared that the Commission had compared the dot and line sequential systems, had made an examination and analysis of the known principles, and accordingly, the Supreme Court should give weight to that agency's conclusions. "This court has no basis for overturning judgment of that agency," he said.

Judge Rosenman referred to RCA's petition of last October which sought what amounted to an "eight-month delay" in the color ruling, based on promises of new developments, and said that the record was full of "broken promises" by RCA.

Solicitor General Perlman, in presenting the case for the government, maintained RCA was trying to delay final resolution of the color controversy while more and more receivers flooded the markets so that "it would be exceedingly difficult to introduce the CBS system which requires some adaptation of current sets to be receivable even in black and white."

He stressed that all seven members of the Commission had found the CBS standards meet the "minimum criteria" and that all seven had agreed RCA's system was "unsatisfactory" and that there shouldn't be a delay of another minute in placing it in effect.

To the Court's question as to whether the Chicago District Court had adequately reviewed the case, Mr. Perlman insisted that the lower court had properly discharged its full duty.

In the course of his argument, the Solicitor General maintained that RCA throughout the proceedings had attempted to conceal the fact that if the Commission had adopted RCA color standards, these transmissions would not have been receivable in color by "a single receiver now in the United States."

None of these sets could be converted for the RCA system, Mr. Perlman said, and television makers would have a complete new market for color sets.

He referred to the previous argument of Judge Rifkind for Emerson who said that better alternative was no color at all. Mr. Perlman declared this "let the cat out of the bag."

## COLOR STUDY

### *Senate Unit Probe Pauses*

SENATE Small Business Committee last Tuesday formally suspended temporarily its study of color television pending completion of current litigation challenging the FCC decision [BROADCASTING • TELECASTING, Feb. 19].

The committee had submitted a report on color TV last January [BROADCASTING • TELECASTING, Jan. 22], which summarized the basis of FCC's decision. It was made as a result of complaints to Senators from retailers and from some manufacturers. The summary created a stir in the broadcasting industry. RCA complained privately to committee members that the report in effect justified the FCC decision, although it was even then a matter of legal contention.

It was pointed out last week by a committee spokesman that the suspension of the study did not necessarily mean the unit would desist in its color work. He added that the probe probably would be resumed if Senators, who originally received the complaints, ask that such an investigation be conducted.

## AWRT ASSEMBLY

### Added Speakers Listed

FIRST convention of the newly-formed American Women in Radio and Television, April 6-8 in New York, will feature a number of distinguished national and international speakers, including Mme. Vijaya Lakshmi Pandit, ambassador of India to the U.S., Frieda B. Hennock, FCC Commissioner, and Edward W. Barrett, Assistant Secretary of State for Public Affairs.

To the daytime schedule previously announced [BROADCASTING • TELECASTING, March 19] has also been added a "Sales Workmanship" headed by Lee Hart, BAB, and Duncan MacDonald, DuMont Television Network, which will be held April 6, 3:30-4:30 p.m.

Advance agenda for the convention lists:

Friday, April 6, 8-10 p.m., chairman Dorothy Lewis (United Nations); Mr. Barrett, who will speak on "Communications as a Means of Building International Understanding," and Madame Pandit.

Panel discussion: "How Can we Make World Affairs Our Listeners' Affairs"—moderator, Mary Margaret McBride, with Kate Aitken, Toronto, Canada; Mary Munne, Havana, Cuba; Marjorie Dunton, Radiodiffusion Francaise; Kelena Kuo, asst. women's editor, Voice of America, and Mme. Sianga Mei Chang, program officer, UN Transpacific Services.

Saturday, April 7; 8:30-10 p.m. (chairman, Henriette Harrison, radio consultant); Comr. Hennock, "The Responsibility of Women Broadcasters to Their Stations, Communities, the Nation and the World"; Jack Gould, radio and TV editor, *New York Times*, "A Critical Evaluation of Radio and Television Programming"; Cleam Randau, executive director, Federal Civil Defense Administration, "The Assistance Broadcasters Can Render to the Civil Defense Picture"; Open discussion, conducted by Dorothy Gordon, moderator of *New York Times Youth Forum*.

Election of officers for the new association will be held at the final session, April 8, 10 a.m. - 1 p.m.

## SALES SLUMP

### *Better Selling Needed*

TERMING the present TV receiver sales slump as "challenging," H. G. Baker, vice president and general manager of the RCA Victor Home Instrument Dept., said that the situation could be met by aggressive, old-fashioned salesmanship.

"We in the television industry must face the fact that we cannot expect forever that the customer will beat a path to the television dealer's door," Mr. Baker cautioned. "There must be a return to aggressive, competitive retail operation."

## Telestatus

*(Continued from page 62)*

rating of 63.6, having been seen by an estimated 26 million persons in 7,450,000 homes throughout the country. The heavyweight championship bout between Ezzard Charles and the contender, Jersey Joe Walcott, was seen on *Blue Ribbon Bouts* March 7, by a TV audience estimated at 21 million people in 6,210,000 homes across the United States, achieving a popularity rating of 55.3.

The ARB TV-Nationals for March were reported as follows:

**RANKING BY POPULARITY RATING**

| | |
|---|---|
| 1. Star Theatre | 63.6 |
| 2. Blue Ribbon Bouts | 55.3 |
| 3. Talent Scouts | 52.6 |
| 4. America Applauds | 48.5 |
| 5. Fireside Theatre | 47.0 |
| 6. Comedy Hour | 46.0 |
| 7. Your Show of Shows | 45.4 |
| 8. Cavalcade of Sports | 44.4 |
| 9. Godfrey and Friends | 43.3 |
| 10. Hopalong Cassidy | 43.1 |

**RANKING BY HOMES REACHED**

| | (Add 000) |
|---|---|
| 1. Star Theatre | 7,450 |
| 2. Blue Ribbon Bouts | 6,210 |
| 3. Comedy Hour | 5,240 |
| 4. Your Show of Shows | 5,000 |
| 5. Groucho Marx | 5,000 |
| 6. America Applauds | 4,750 |
| 7. Godfrey and Friends | 4,720 |
| 8. Cavalcade of Sports | 4,700 |
| 9. Talent Scouts | 4,590 |
| 10. Fireside Theatre | 4,590 |

* * *

## WTVJ Announces New National Rates

WTVJ (TV) Miami, Fla., last week announced a new national rate card (No. 6), effective June 1.

New one-time film rates are, for one hour, Class A, $550; Class B, $413, and Class C, $275. For spots of one minute or less, Class A, $95; Class B, $72, and Class C, $48.

Class A time was defined as spanning 6-11 p.m. and all day Sunday until 11 p.m.; Class B, as 4-6 p.m. and 11 p.m.-12 m., and Class C, all other time.

* * *

## Texaco Leads Hooper In March Popularity

TEXACO STAR THEATRE with Milton Berle headed the first 15 TV programs in March popularity, according to the Hooperating Pocketpiece covering the first half of March. First 15 sponsored network programs:

| | |
|---|---|
| Texaco Star Theatre—Milton Berle | 57.0 |
| International Boxing Club—Charles vs. Walcott | 55.4 |
| Godfrey's Talent Scouts | 44.9 |
| Fireside Theatre | 44.0 |
| Comedy Hour | 42.6 |
| Philco TV Playhouse 3/11 only | 37.4 |
| America Applauds: Richard Rodgers 3/4 only | 35.7 |
| International Boxing Club—Fusari vs. Bratton | 35.1 |
| Your Show of Shows | 34.8 |
| Calvalcade of Sports—Matthews vs. Murphy | 34.8 |
| Cavalcade of Sports—Layne vs. Satterfield | 34.0 |
| Man Against Crime | 33.3 |
| Godfrey and Friends | 33.1 |
| Mama | 31.6 |
| Ken Murray Show | 30.4 |

* * *

## Nielsen Ratings Show Berle First

MILTON BERLE on the *Texaco Star Theatre* again took first place in the National Nielsen Ratings for the top television programs, covering the two weeks ending Feb. 10. Following are the top 10 TV shows, listed both in number and percentage of homes reached:

**NIELSEN-TV RATING**
**HOMES REACHED IN TOTAL U. S.**

| Rank | Program | Homes (000) |
|---|---|---|
| 1 | Texaco Star Theatre | 6,763 |
| 2 | Philco TV Playhouse | 4,874 |
| 3 | Show of Shows (Crosley) | 4,697 |
| 4 | Show of Shows (Snowcrop) | 4,582 |
| 5 | Jack Benny Show | 4,458 |
| 6 | Colgate Comedy Hour | 4,404 |
| 7 | You Bet Your Life | 4,361 |
| 8 | Show of Shows (Participating) | 4,343 |
| 9 | Fireside Theatre | 4,296 |
| 10 | Big Story | 4,143 |

**PERCENT OF TV HOMES REACHED IN PROGRAM STATION AREAS**

| Rank | Program | Homes (%) |
|---|---|---|
| 1 | Texaco Star Theatre | 61.1 |
| 2 | Jack Benny Show | 49.3 |
| 3 | Fireside Theatre | 49.3 |
| 4 | Show of Shows (Snowcrop) | 48.6 |
| 5 | Philco TV Playhouse | 47.4 |
| 6 | Hopalong Cassidy | 47.1 |
| 7 | Colgate Comedy Hour | 45.0 |
| 8 | Show of Shows (Crosley) | 44.6 |
| 9 | Show of Shows (Participating) | 44.4 |
| 10 | Gillette Cavalcade | 44.1 |

Copyright 1951 by A. C. Nielsen Co.

* * *

## Videodex Reports On Atlanta, Chicago, N. Y.

TOP TEN video shows for Atlanta, Chicago and New York as rated by Videodex were released in Chicago last week. Ratings cover the period March, 1-7.

| | | %TV Homes | Avr.# Viewers |
|---|---|---|---|
| **Atlanta** | | | |
| 1 | Texaco Star Theatre | 55.5 | 3. |
| 2. | Hopalong Cassidy | 53.8 | 3.4 |
| 3. | You Bet Your Life | 47.8 | 2.7 |
| 4. | Godfrey's Friends | 46.6 | 3. |
| 5. | Ken Murray Show | 45.9 | 2.8 |
| 6. | Comedy Hour (Tony Martin) | 45.2 | 3.3 |
| 7. | Show of Shows | 44.4 | 3. |
| 8. | Hit Parade | 42.5 | 2.7 |
| 9. | Pulitzer Prize Playhouse | 37.9 | 2.4 |
| 10. | Somerset Maugham Theatre | 37.9 | 2.5 |
| **Chicago** | | | |
| 1. | Texaco Star Theatre | 57.4 | 3.3 |
| 2. | International Boxing (Charles-Walcott) | 49.1 | 3. |
| 3. | Godfrey's Talent Scouts | 46.6 | 3. |
| 4. | Godfrey and Friends | 42.6 | 3.1 |
| 5. | Comedy Hour (Tony Martin) | 41.6 | 4. |
| 6. | Man Against Crime | 38.5 | 3.1 |
| 7. | Show of Shows | 35.8 | 3.3 |
| 8. | What's My Line? | 35.1 | 2.9 |
| 9. | Fireside Theatre | 35. | 3. |
| 10. | Martin Kane | 33.5 | 2.5 |
| **New York** | | | |
| 1. | Texaco Star Theatre | 64.2 | 3.4 |
| 2. | Godfrey's Talent Scouts | 49. | 2.9 |
| 3. | Comedy Hour (Tony Martin) | 48.6 | 3.7 |
| 4. | America Applauds Richard Rogers | 39.6 | 3.3 |
| 5. | International Boxing Club | 38.9 | 2.8 |
| 6. | Lights Out | 38.7 | 2.5 |
| 7. | Fireside Theatre | 38.5 | 2.7 |
| 8. | The Goldbergs | 37.5 | 2.6 |
| 9. | Man Against Crime | 36.8 | 3.2 |
| 10. | Mama | 36.7 | 3.5 |

# RTMA HEAD

### McDaniel Takes Office Today

PRESIDENTIAL reins at Radio-Television Mfrs. Assn. will be turned over today (Monday) to Glen McDaniel, 39-year-old former vice president of RCA, pursuant to the course charted by the trade group's board of directors earlier this year [BROADCASTING • TELECASTING, Feb. 19, Jan. 8].

As the first fulltime, paid president of RTMA with a three-year contract, Mr. McDaniel assumes duties heretofore performed by Robert C. Sprague, whose resignation is effective immediately. Mr. Sprague continues, however, as chairman of the board, pending election of the association's officers in June. Mr. Sprague is president of Sprague Electric Co.

Mr. McDaniel resigned as vice president of RCA to assume the post. He served as a member of the staff of Brig. Gen. David Sarnoff, RCA board chairman, and Frank Folsom, president. He has been associated with radio and television since 1946 when he joined RCA Communications Inc. as vice president and general counsel.

In another development last week, RTMA announced its officers and directors will hold a joint meeting with the Radio Mfrs. Assn. of Canada April 12-13. The conference, set for the Seaview Country Club, Absecon, N. J., will be the eighth joint session to be held by the two organizations.

## *VITAMIN ADS*

### *Heavy Radio-TV Budget*

AMERICAN VITAMIN Assoc. Inc., Hollywood, in a campaign promoting AVA products, Tyhavals and Orvita, on radio and television, will spend more than $500,000 in the Chicago area, starting April 13, according to George S. Johnston, president.

With a price of $350,000, the biggest single package purchase is for telecasts of Chicago White Sox and Cubs' complete baseball schedules on WGN-TV. The firm also will sponsor the weekly half-hour, filmed Leo Carrillo's *Dude Ranch Varieties* and *Public Prosecutor* on the station.

A total of 96 quarter-hour musical programs also are to be used on WJJD WAAF WCFL. Marth Hogan, disc emcee, will handle these shows in addition to color and commercials on the baseball telecasts.

AVA currently has an extensive West Coast radio and TV campaign underway and in mid-April will expand its video schedule.

The firm has more than $1 million earmarked for radio and television advertising this year, according to Mr. Johnston. Agency is The Counselors, Hollywood.

## RECEIVER PRICES

### Lowering Not Planned—GE

GENERAL ELECTRIC has "no intention of reducing its list prices on radio or television receivers at this time," Arthur A. Brandt, general sales manager for GE's Syracuse receiver division, has announced.

"Our current line of receivers is competitively priced, has more features than previous lines and, because of demand, is still on allocation to distributors," explained Mr. Brandt. "These factors, plus increased costs and material shortages ahead because of defense production requirements, are among the reasons why GE is not even considering list price cuts in the current market."

**The Del Courtney Show, recently voted the Bay Area's leading matinee in TV Preview's popularity poll, now holds the longest and most successful record of television hours in Northern California.**

Since his debut on KPIX, over a year ago, the former nationally-known bandsman has chalked up 850 hours before the TV cameras — hours which have proven to be not only highly entertaining for KPIX viewers, but highly profitable for KPIX's sales-seeking sponsors, as well.

DEL COURTNEY

**Special features on Courtney's five-day-week program have included: the weekly talent search; numerous public interest campaigns, and most recently "TV Sets for Vets"; and "Salute to the Cities."**

**KSFO AIRS NEW SHOW**

**To complement its nighttime music programming, which has met with such overwhelming success throughout the years, KSFO has inaugurated a new two hour afternoon musical series—"Parade of Melody"—featuring a cavalcade of the musical favorites of yesterday and today.**

**SEEN AND HEARD**

**Laura Scudder Food Products are now sponsoring a bi-weekly film feature on KPIX—"Bluebird Theatre," seen on Saturdays at 7:00 P.M. . . . Baseball season is underway on KSFO, with Don Klein handling the mike for the San Francisco Seals.**

KPIX CHANNEL 5
Represented by The Katz Agency, Inc.

560 KC KSFO 560
Represented by Wm. G. Rambeau Co.

SAN FRANCISCO

## TV Revenue

*(Continued from page 55)*

total TV-aural broadcast revenue.

A significant note in this connection is that the 505 aural stations in the 63 TV markets reported a 6.6% increase in 1950 revenue as compared with 1949.

* * *

**Table 2**

**Number of Television Stations Reporting Profit or Loss Status in 1950 Segregated by (a) Number of Stations in Community and (b) Whether or Not Community is Interconnected for Network Operation.**

| | Inter-connected | Non-Inter-connected | Total |
|---|---|---|---|
| | [Number of Stations] | | |
| **One Station Communities** | | | |
| Profit | 20 | 4 | 24 |
| Loss | 9 | 7 | 16 |
| **Two Station Communities** | | | |
| Profit | 7 | 0 | 7 |
| Loss | 11 | 6 | 17 |
| **Three Station Communities** | | | |
| Profit | 12 | 2 | 14 |
| Loss | 6 | 1 | 7 |
| **Four Station Communities** | | | |
| Profit | 5 | — | 5 |
| Loss | 3 | — | 3 |
| **Seven Station Communities*** | | | |
| Profit | 3 | 1 | 4 |
| Loss | 3 | 6 | 9 |
| **Total—Profit** | 47 | 7 | 54 |
| Loss | 32 | 20 | 52 |
| Total Stations | 79 | 27 | 106* |

* Data unavailable for one station (interconnected).

NOTE: In 1949, only four stations (out of 97 in operation) reported a profit status for that year.

* * *

**Table 4**

**Nationwide Networks Including All Owned and Operated Stations Comparative 1950-1949 Data for AM and TV Operations.**

($ millions)

| Broadcast Item: | 1950 | 1949 | % Increase |
|---|---|---|---|
| **Revenues** | | | |
| AM | $106.5 | $105.3 | 1.1 |
| TV | 55.0 | 19.3 | 185.0 |
| Total | $161.5 | $124.6 | 29.6 |
| **Expenses** | | | |
| AM | 87.9 | 86.8 | 1.3 |
| TV | 64.0 | 31.4 | 103.8 |
| Total | 151.9 | 118.2 | 28.5 |
| **Income*** | | | |
| AM | 18.6 | 18.5 | 0.5 |
| TV | (9.0) | (12.1) | — |
| Total | 9.6 | 6.4 | 50.0 |

* Before Federal Income Tax.
( ) Denotes Loss.

NOTE: The 4 nationwide AM networks (ABC, CBS, MBS and NBC) owned and operated a total of 18 AM stations in 1949 and 1950. The 4 TV networks (ABC, CBS, DuMont, NBC) owned and operated a total of 14 TV stations in 1949 and 1950. Some networks indicate that expense allocations between AM and TV operations are not complete to the extent that certain indirect operating expenses of TV are included under AM operations.

* * *

# BAC EXPANDS

### Four Members Added

IMPLEMENTING its claim as an industry-wide organization representing all facets of broadcasting and related groups, the Broadcast Advisory Council last week announced four new acceptances of membership and was awaiting others.

Acceptances to serve on the council came from Ward Quaal, director, Clear Channel Broadcasting Service; Michael Hanna, WHCU-AM-FM Ithaca, N. Y. (representing FM); Ben Chatfield, WMAZ Macon, Ga., for the National Assn. of Radio News Directors, and Phil Alampi, WJZ New York, for the National Assn. of Radio Farm Directors.

Invitations also were sent out to other groups, among them officials of small market stations in the West Coast and Mountain areas, The Radio Correspondence Assn. of Congress, which had tentatively decided to serve on the council, has not officially tendered its acceptance to NARTB (NAB) president Justin Miller.

Now sitting in on the industry advisory group are executives of all the major radio and television networks, individual stations, Radio-Television Mfrs. Assn., National Assn. of Education Broadcasters, Television Broadcasters Assn., as well as NARTB.

A report on BAC activities may be submitted during the annual NARTB convention this month. In addition, BAC members are expected to consult individually with defense agency officials on clearance of mobilization information and perhaps offer views on FCC's proposed emergency broadcast plan during the convention (see separate stories).

The council probably will not meet formally until after the Chicago sessions. Last meeting was held March 1 when the council, acting on recommendation of the NAB board, voted to expand participation among various groups in government defense efforts. Aim of the drive, which probably will be spurred in Chicago, is to assure a representative cross-section of all electronics fields, thus dispelling earlier protests along that vein [BROADCASTING • TELECASTING, Dec. 18, 1950; Jan. 1].

**Table 3**

**Income of TV Broadcast Stations (before federal income tax) by Specified Intervals**

| Profit of: | Number of Stations in: Inter-connected Com. | Non-inter-connected Communities | Total |
|---|---|---|---|
| Over $400,000 | 8 | — | 8 |
| 200,000-400,000 | 7 | 1 | 8 |
| 100,000-200,000 | 15 | 1 | 16 |
| $1-100,000 | 17 | 5 | 22 |
| Total Stations | 47 | 7 | 54 |
| Median Profit | $143,300 | $70,000 | $131,200 |
| **Loss of:** | | | |
| $1-100,000 | 19 | 7 | 26 |
| 100,000-200,000 | 7 | 8 | 15 |
| 200,000-400,000 | 3 | 2 | 5 |
| Over 400,000 | 3 | 3 | 6 |
| Total Stations | 32 | 20 | 52 |
| Median Loss | $84,000 | $137,500 | $100,000 |

NOTE: Data for one station unavailable.

* *

**Table 5**

**Total Broadcast Revenues (AM, FM and TV) in Listed Metropolitan Districts Showing Percent TV of Total Revenues, and Percent Change in Aural Revenues, 1950-1949**

| Metropolitan District | No. of Stations AM & FM [1] | TV | 1950 Revenues Total AM, FM & TV ($000) | TV Only ($000) | % TV of Total 1950 | % TV of Total 1949 | % TV of Total 1948 | % Increase in Aural Revenues 1950-1949 |
|---|---|---|---|---|---|---|---|---|
| Baltimore | 10 | 3 | $6,088 | $2,297 | 37.7 | 20.8 | 7.5 | 8.6 |
| Wash., D. C. | 17 | 4 | 6,507 | 2,100 | 32.3 | 19.7 | 7.7 | 2.3 |
| New York | 34 | 7 | 38,766 | 12,970 | 33.5 | 16.9 | 8.2 | 2.4 |
| Philadelphia | 16 | 3 | 10,660 | 3,968 | 37.2 | 19.9 | 9.5 | 4.1 |
| Los Angeles | 27 | 7 | 19,440 | 7,711 | 39.7 | 17.3 | 4.5 | 9.5 |
| Chicago | 28 | 4 | 22,747 | 7,003 | 30.8 | 12.2 | 4.2 | 1.8 |
| Columbus | 4 | 3 | 2,573 | 990 | 38.5 | 12.7 | 0.0 | 9.5 |
| Detroit | 12 | 3 | 11,317 | 3,065 | 27.1 | 11.0 | 3.4 | 8.8 |
| Cleveland | 9 | 3 | 6,797 | 2,215 | 32.6 | 9.8 | 1.7 | 1.2 |
| Cincinnati | 7 | 3 | 8,480 | 1,516 | 17.9 | 7.4 | 1.6 | 1.8 |
| San Francisco | 20 | 3 | 7,187 | 1,432 | 19.9 | 4.2 | 0.1 | 8.5 |
| Total—11 TV Metropolitan Districts | 184 | 43 | 140,562 | 45,267 | 32.2 | 14.5 | 5.6 [2] | 4.4 |
| 52 Other TV Met. Districts | 321 [7] | 64 | 126,082 | 24,139 | 19.1 | 6.5 [3] | 2.0 [3] | 9.3 |
| Total—63 TV Met. Districts | 505 | 107 | 266,644 | 69,406 | 26.0 | 10.7 [6] | 4.4 [4] | 6.6 |

[1] Jointly operated AM-FM stations counted as one station.
[2] Includes 10 TV metropolitan districts in 1948.
[3] Includes 18 TV metropolitan districts in 1948.
[4] Includes 28 TV metropolitan districts in 1948.
[5] 47 TV metropolitan districts in 1949.
[6] 58 TV metropolitan districts in 1949.
[7] Does not include 6 stations for which data were not available.

## upcoming

April 2-5: Premium Advertising Assn. of America, Chicago Premium Centennial Exposition, Hotel Stevens, Chicago.

April 3: McFarland Bill (S 658) Hearings Begin. Open. Room 1334, New House Office Bldg., 10 a.m., Washington, D. C.

April 3: Seminar for Advertising Agency Executives, Faculty Club, New York U., New York.

April 5-7: Sixth Annual Georgia Radio Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens, Ga.

April 6-8: AWRT Convention, Hotel Astor, New York.

April 11: Brand Names Day 1951, Hotel Commodore, New York.

April 11-13: AIEE Southern District Meeting, Miami Beach, Fla.

April 14: Fifth Annual Spring Technical Conference, Cincinnati Section of IRE, Engineering Society Headquarters, Cincinnati.

April 14-18: Financial Public Relations Assn., Midyear Meeting, Dallas, Tex.

April 15-19: NARTB 29th Annual Convention, Hotel Stevens, Chicago.

April 16-18: USA National Committee of the International Scientific Radio Union and Professional Group on Antennas and Wave Propagation of the IRE, National Bureau of Standards, Washington, D. C.

April 19-21: AAAA 33d Annual Meeting, Greenbrier, White Sulphur Springs, W. Va.

April 19-21: Armed Forces Communications Assn. Convention, Drake Hotel, Chicago.

April 20-21: Southwestern IRE Conference, Southern Methodist U., Dallas.

April 21: New England Radio Engineering Meeting, Copley Plaza Hotel, Boston.

April 24-26: American Newspaper Publishers Assn., Annual Convention, Waldorf-Astoria, New York.

April 30-May 4: Society of Motion Picture and Television Engineers 69th Semiannual Convention, Hotel Statler, New York.

May 2-4: AIEE Northeastern District Meeting, Syracuse, N. Y.

May 3-4: Ohio Assn. of Broadcasters, Annual Management Meeting, Neil House, Columbus.

May 3-4: Virginia Assn. of Broadcasters Annual Meeting, The Homestead, Hot Springs, Va.

May 3-6: Ohio State Institute for Education by Radio 21st Annual Session, Columbus.

## 'Kefauver Quiz'

*(Continued from page 57)*

plained that he did not want the hearing to interfere with a religious program.

The order to WNBW, it was understood, carried an implied threat that the industry's "pool" telecast to the entire networks would be cut off if the NBC affiliate did not immediately cease use of the hearing as competition to the local religious program. Thus, one television station apparently was being ordered to surrender its audience to another.

Station coverage reports continued to come in to BROADCASTING • TELECASTING last week. Among them:

WFDR (FM) New York General Manager Lou Frankel said his station was asking permission to broadcast sessions of the U. S. Congress, New York state legislature and the New York City Council as a result of widespread approval of the broadcasts of crime committee hearings.

WOL Washington (Liberty), which carried all of the hearings "live" via AM, announced a slogan contest with a prize of $1,000 going to the winner on the theme "What Can I Do?" It said the idea was spreading and invited others to take part.

WGNB Chicago, the *Tribune's* FM outlet, carried the Washington hearings March 26 to its conclusion, claiming it was the only FM facility in the area to do so.

In Philadelphia, two-thirds of all TV sets in use in the area March 20 between the hours of 2:30 and 5:30 p.m. were tuned to the hearings, a survey by American Research Bureau revealed. Peak audience for the three-hour period was an estimated 831,600 viewers. WFIL-TV Philadelphia captured 75% of sets in use by its pickup of hearings during 3:30-4:30 p.m. that day. WIP installed special lines to the nation's capital to bring the full hearings.

WCPO-TV Cincinnati carried the proceedings from both New York and Washington. A station survey disclosed an estimated more than half of nearly 300,000 TV sets in the viewing area being used, with "more than 90%" of these receivers tuned to WCPO-TV, "the only station in the area carrying the hearings."

In Connecticut, stations carrying broadcasts were WSTC-AM-FM Stamford; WTHT Hartford; WATR Waterbury; and WTOR Torrington.

Cunningham & Walsh, New York agency, conducted a survey of "a representative sample of adults in Videotown" showing "seven out of 10 saw the Senate investigation."

Another New York agency, Young & Rubicam, placed full-page ads in seven major newspapers to call attention to the fact that "television tubes have paraded the honest and dishonest. . . ." The responsibility now, said Y & R, lay within the citizen's active part in local, state and national affairs.

## War Role Outlined

*(Continued from page 27)*

based on the current plan will be distributed to licensees.

Last Monday's unprecedented meeting was shrouded in an atmosphere of urgency, the need of which was not readily apparent to most licensees, many of whom had traveled great distances on comparatively short notice.

FCC spokesmen observed that its study group plan is the result of numerous navigational aid and ground wave tests conducted on the East Coast over a period of months, and that FCC had benefit of cooperation with at least 20 industry figures, as well as military authorities.

It also can be reported that FCC's proposal embodies the suggestions of years of study on the problem of "radio silence" by top engineering officials of FCC, the National Security Resources Board, the Defense Dept. and other government agencies. The study reflects a wide range of topics previously reported in BROADCASTING • TELECASTING on sub-audible or coded frequencies, a system of key and relay networks, and tests held by the Commission.

Much of the study on these topics was initially confirmed by key officials as far back as 1948 with the publication of the famous Hopley report and in subsequent issues [BROADCASTING • TELECASTING, Nov. 21, 1949; Nov. 15, 1948].

Opening remarks at last Monday's meeting were delivered by FCC Chairman Wayne Coy, who welcomed broadcasters to the session. Brief talks also were given by Comr. George Sterling and Maj. Gen. Francis L. Ankenbrandt, communications director, USAF. Presiding over the sessions were Curtis Plummer, FCC chief engineer, and later George Turner, chief, Field & Monitoring Div.

Sitting in on the Commissional panel were Ralph Renton and Robert Linx of the Commission Engineering Dept., and Col. Gomer Lewis, USAF, who participated as an observer. Other government officials attending were Col. William Talbot, USAF, newly-named director of the Civil Defense Administration's Warning & Communications Div.; Robert Burton, CDA communications director, and Clem Randau, CDA executive director. Attending for NAB were Neal McNaughten, engineering director, and Ralph Hardy, government relations chief.

Chairman Coy said there is every indication that broadcasters are more than willing to play their part during these critical times, and said the Commission expects their wholehearted cooperation. He expressed the feeling that, while he does not wish to see stations put off the air during a war emergency, he could not assure broadcasters there will be no radio silence.

### Shares View

This view also is shared by Gen. Ankenbrandt, who noted a difference between control over radio-TV stations and other electromagnetic radiations and actual seizure. He cited radio's role in aiding the civilian population to lessen panic and said as many stations as possible should remain on the air in a critical emergency.

Broadcasters were apprised of the history of the Defense Dept.'s efforts to seek concrete authority over electromagnetic emissions and also were told the military is hopeful that an executive order will be forthcoming from President Truman invoking authority over stations contained in Sec. 606 (c) of the Communications Act [BROADCASTING • TELECASTING, March 26].

Broadcasters expressed themselves concerned over a number of issues, among them:

● Possibility that FCC failed to consider operations involving use of mobile equipment outside key cities.

● Recommendation that industry advisory committees be appointed to work with FCC, with greater representation of smaller, non-network stations.

● Suggestion that the whole issue be referred to the Broadcast Advisory Council.

With respect to any materials problem, broadcasters were assured that the Air Force will carry the ball to government production authorities. Generally, authorities expressed doubt that requests for relief could be obtained under so-called MRO orders, but officials of the National Production Authority's Electronics Products Division already have indicated that such emergency needs will be met on the basis of requirements to be submitted to NPA by the Federal Civil Defense Administration, which in turn would pass its own recommendations on to the newly-created Electronics Production Board.

The role of the Broadcast Advisory Council (see separate story) had not crystallized last week on this issue, though FCC officials plainly noted its importance as one of the radio groups to which the subject may be referred. The council may circularize broadcasters on the problem in an attempt to gauge sentiment before taking any action. NAB president Justin Miller has been fully apprised of the FCC meeting. BAC thus far has functioned chiefly in the information strata with respect to government affairs, but was appraised earlier this year of FCC-Air Force emergency broadcast planning [BROADCASTING • TELECASTING, Jan. 15].

It was felt that a review of the emergency plan during the Chicago NAB Convention April 16 would prove a wholesome development both to NAB and non-NAB members, many of whom plainly have misgivings over the FCC proposal. The Chicago sessions are designated as "informal engineering conferences."

Broadcasters already have informally studied the emergency issue in relation to local civil defense planning, and many are understood to favor a representative group from each state to sit with FCC in an advisory capacity or to operate through BAC.

Among those broadcasters who have been active in consultative or test project roles, are:

Raymond Guy, NBC; Kenneth Berkeley and Frank Harvey, WMAL-AM-FM-TV Washington; John Wilner, WBAL-AM-TV Baltimore, Md.; George Singer, WOR New York; Carl Smith, WHKK Akron, Ohio. Stations which have taken part in ground wave tests include: WNBC WJZ WOR New York; KYW Philadelphia and WBZ Boston (owned by Westinghouse); WHKK Akron, Ohio; WBAL Baltimore; WMAL Washington.

## Applicant Eligibility

*(Continued from page 25)*

larly if the motion picture property represented a bigger investment than the TV station.

"In such a case," the Commission said, "a serious policy question is presented as to whether the Commission fulfills its obligation to encourage the largest and most effective utilization of television in the public interest when it licenses the station to a person with an obvious conflict of interest which can prevent him from utilizing television to its utmost."

A question not treated in the policy report last Thursday but regarded by competent observers as eventually due to arise is whether a motion picture producer could operate a television station without risking violation of the anti-trust laws.

The 1948 Supreme Court decision held that movie producers committed such a violation if they controlled the theatres exhibiting their films. The question that some observers thought was inevitable was whether a TV station could be considered as an exhibition medium and hence illegal for a movie producer to own.

FCC emphasized that its report last Thursday was not a "blanket policy" but only a statement of what the Commission believed was "the correct approach for properly determining on a case-to-case basis the weight to be given violations of federal law other than the Communications Act." Hearings of individual cases will be held, it was felt.

The report was not an effort to set up a "trick substitute" for the "exercise of administrative discretion," FCC said.

## TV-SET CREDIT

### Group Asks Trade-In Rule

FEDERAL Reserve Board has been requested by an industry group organized by the Radio-Television Mfrs. Assn. to modify Regulation W to permit video set trade-ins to be applied against the 25% down payment required on radio and TV receiver purchases.

The Federal Reserve Board staff took the industry's request under advisement. Mort Farr, president, National Appliance and Radio Dealers Assn., and Herman N. Stein, president, Davega Stores of New York City, were asked to provide statistical data on the proportion of sales involving trade-ins and the customary practice as to allowances for the trade-ins and their resale price.

The conference was arranged by James D. Secrest, RTMA general manager, at the suggestion of several RTMA set manufacturers who reported they had received many complaints about the discrimination from TV set owners and dealers.

In addition to Messrs. Secrest, Farr and Stein, others representing the industry were, John M. Otter, Philco Corp.; C. P. Baxter, RCA Victor, and Walter L. Stickel, Allen B. DuMont Labs Inc.

## Claude Reebie

CLAUDE SEYMOUR (Sy) REEBIE, 28, formerly of Leo Burnett and MacFarland-Aveyard agencies, Chicago, died in Japan March 25 after serving with the 437th Troop Carrier Command since August. No details of his death have been received by his family in Winnetka, a Chicago suburb. Surviving are his parents, a brother and a sister.


## MOBIL TV UNIT

**For Sale; Reasonable**

Attention TV Stations: Here's your chance to buy an ACF-Brill bus, completely equipped for use as a mobil TV unit, at a reasonable price. Unit adapted from 1946 32-passenger, air-conditioned, cross-country bus. Roof platform reached by trap door. Excellent tires and mechanical condition. Driven less than 25,000 miles since completed in April, 1948, by WLW-Television. Have two other mobil units so this one is no longer needed. No technical equipment included. Call or write J. M. McDonald, WLW, Cincinnati 2, Ohio. Phone CHerry 1822.

# SMPTE MEETING

### Begins April 30, New York

TENTATIVE program for the 69th semi-annual convention of the Society of Motion Picture and Television Engineers reveals that nearly 60 technical reports and discussions on new developments have been scheduled. The convention will gather in New York's Hotel Statler, April 30-May 4.

Because of the large roster of papers, a total of 14 sessions have been scheduled. The convention will devote an entire day to television problems. The Tuesday, May 1, "TV Day," agenda includes an afternoon meeting at Bell Telephone Labs in Murray Hill, N. J., as well as morning and evening sessions in the hotel.

Papers on video topics scheduled for the SMPTE meeting include:

"Film Problems from the Advertising Agency Point of View," by Kendel Foster of William Esty Co.; "Distribution of Kinescope Films to Maintain a TV Network," Frank Lapore of NBC; "Overall Factors in TV Recording Operations," Howard Chinn of CBS; "Grayscale Control in Video Systems," Fred G. Albin of ABC; "Practical Use of Iconoscopes and Image Orthicons as Film Pickup Devices," K. B. Benson and A. B. Ettlinger of CBS; "Television Recording in Great Britain," W. D. Kemp of BBC; "A 16mm Projector for Storage Operation with TV Cameras," E. C. Fritts of Eastman Kodak Co.; "A New Recording Camera," Frank N. Gillette and R. A. White of General Precision Labs; "A New 35mm TV Recording Camera," John Kiel, Producers Service Corp; "Conversion of Electrical Signals into Visual Information," D. T. Wilbur of Allen B. DuMont Labs; "Data on Random Noise Requirements for Theatre TV," Pierre Metz of Bell Telephone Labs; "Experimental Utilization of TV Equipment for Navy Training Film Production," Lt. Comdr. J. S. Leffen, USN; "Safety Requirements in Projection Rooms and TV Studios," Samuel R. Todd, Board of Examiners, City of Chicago.

# PIERCE APPOINTED

### To State Dept. Engineer Post

APPOINTMENT of R. Morris Pierce, president and general manager of WDOK Cleveland, as executive engineer in charge of the engineering section of the state Dept.'s International Broadcasting Division [BROADCASTING • TELECASTING, March 26] was announced last week by George Herrick, chief of facilities of the division.

Mr. Pierce

Mr. Herrick said Mr. Pierce was expected to report for duty in his new Voice of America position in early April—perhaps about April 19. In his new post, Mr. Pierce will be in charge of erecting the transmitter facilities to be used in the Voice's far-reaching expansion program.

**PLANNING for WSB-TV's education series are station officials and educators, including, seated (l to r), Joyce Miller, Wesleyan College; John M. Outler Jr., WSB-TV general manager; George Biggers, publisher of *Atlanta Journal*; Dr. Blake Van Leer, president of Georgia Tech; standing, J. Leonard Reinsch, managing director, Cox radio and television operations; J. Whitney Bunting, Atlanta Div., U. of Georgia; Dean Robert Mizell, Emory U.; Dr. John A. Dotson, U. of Georgia; Phillip Weltner, Oglethorpe U.; Dean S. G. Stukes, Agnes Scott College; Robert S. Rogers, Atlanta Art Institute, and WSB-TV Program Director Marcus Bartlett.**

★ ★ ★

# EDUCATIONAL TV OFFERINGS

### Universities, WSB-TV, KRON-TV Launch Series

DESPITE FCC's proposed allocation reservations for non-commercial video stations, educational programs continued to be a growing segment of television stations' schedules. Following are two additional educational series reported [BROADCASTING • TELECASTING, March 12].

WSB-TV Atlanta this morning (Monday) launches a daily adult education series in cooperation with eight Georgia institutions of higher learning.

The series is scheduled to run four weeks, aimed at the 10:30 a. m. predominantly housewife audience.

Subject matter will vary with the specialities of the participating schools and the facilities they can make available to WSB-TV.

Taking part in the unusual presentation are two divisions of the U. of Georgia (Athens and Atlanta), Georgia Institute of Technology, Emory U., Oglethorpe U., Wesleyan College (Macon), Agnes Scott College and the Atlanta Art Institute.

**Faculty Member Handles**

Each of the participating schools has placed its share of the series in the hands of a faculty member who will work closely with the coordinating group to produce the best-rounded series possible.

KRON-TV San Francisco, on March 19, began *Operation Education*, a thrice-weekly, 30-minute series in cooperation with Stanford U., the U. of California and the public school systems of Alameda and San Francisco counties.

Programs by the two universities are subtitled, "Let's Explore," while the public schools will present under the subtitle, "Children at School."

A variety of subjects, both academic and purely practical, will form subject matter for the universities' programs. Televiewers will see and hear dramatized dissertations on "Living Fossils" and on "Housewife's Battlefront—Soap and Detergents."

In the *Children At School* series, televiewers will be acquainted with the school systems, what subjects are taught and why they are taught in a prescribed manner.

# TVA PACT

### L.A. Stations Sign

WESTERN section of Television Authority late Wednesday night reached agreement with five Los Angeles television stations (KNBH KECA - TV KLAC - TV KTSL KTTV) on a contract covering performers on live TV programs, following several weeks of intensive negotiations.

The contract, similar to that concluded a few weeks ago with KTLA (TV), becomes effective April 15 to continue to Nov. 30, 1952, with a provision that it can be reopened April 15 of that year if the cost of living rises 10%. KFI-TV, sole Los Angeles station not reaching agreement with TVA, faces a strike by the union.

Final contract contains some 76 additional provisions over the basic wage scales and working conditions, many of which were agreed to previously. Important feature of the contract is carrying through of the plan of payment according to length of program based on percentages of single program strip rates. Contract also calls for restricted use of kinescopes and prohibites cancellation of program unless absolutely unavoidable.

# TAX BOOSTS

### CED Recommends Increases

COMMITTEE for Economic Development last week called for a boost in manufacturers' excise taxes on TV sets to 20% instead of the administration's proposed 25%.

This was part of the over-all tax recommendations made by CED, a businessmen's group, at a Washington news meet. Other features:

**1. An immediate $10 billion tax increase and a $6 billion cut in proposed spending.**

**2. New defense profits tax to bring the combined income tax rates on corporate profits in excess of $25,000 to 50% as compared to the present 47%. Excess profits taxes would be in addition.**

**3. The flat 20% federal tax on durable consumer goods would include, in addition to TV sets, such articles as automobiles, refrigerators, etc.**

**4. A new excise tax of 5% on other commodities not now subject to excises.**

However, four of the 34 members of CED's research and policy committee disagreed with the recommended tax increase on durable goods on grounds that (1) they would not be effective in holding down consumption and (2) would be discriminatory. Instead the dissenters asked for reliance on general excise taxes.

Representatives of the radio-TV industry appeared March 15 before the House Ways & Means Committee, objecting to the proposed increases in excises on radio-TV sets on the premise they would retard the public enlightenment and informational value of media [BROADCASTING • TELECASTING, March 19].

The CED program, to be submitted to the Ways and Means group, also called for tighter curbs on bank credit and a national program encouraging private savings.

# AMA MEETING

### Leading Speakers Listed

THOMAS D'ARCY BROPHY, board chairman of Kenyon & Eckhardt, New York, will be among the principal speakers at the "Metropolitan Student Marketing Conference" April 25, sponsored by the American Marketing Assn.'s New York chapter.

Speakers at the afternoon session, in addition to Mr. Brophy, will include George Hansen, president, National Retail Dry Goods Assn.; George McMillan, vice president, Bristol-Myers Co.; Alfred Politz, president, Alfred Politz Research Inc., and W. W. Wachtel, president, Calvert Distillers Corp.

A series of informal conferences will be conducted by:

Dr. Virgil Reed, associate research director, J. Walter Thompson Co.; Archibald Crossley, president, Crossley Inc.; Dr. Thomas Coffin, research director, NBC-TV; John Flanagan, media director, McCann-Erickson; Alvin Dreyer, media director, J. Walter Thompson Co.; Norman Tveter, vice president, Erwin, Wasey & Co.; Martin Oeschner, account executive, Ruthrauff & Ryan, and Robert L. Foreman, vice president, BBDO.

# MEMO to an advertiser who missed the boat

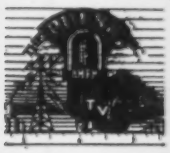
Perhaps you once thought you could wait and see if television was really going anywhere before you took the plunge. Then one day you woke up to find the boat had already sailed....Today many advertisers who might two years ago have established priceless franchises with a "Studio One" or "Toast of the Town" find themselves literally shut out of night-time television, much as they'd like to be in....Such advertisers will do well to make sure they're aboard when the next big boat sails...and that's DAYTIME TELEVISION....

Already the time is getting short. Most reliable professional opinion is that daytime too will be a complete sell-out within a year. As one expert put it, "the advertiser hoping to enter television now...had better start looking at daytime TV while it is still here to look at."...So let's look at it. How good is it? How far does it go? What's in it for me?...First of all, it's good...and getting better all the time. There are more big shows and big names (have you caught Garry Moore, and Steve Allen?) ....Because of such shows, daytime listening has shot up 101% in 4 months (sets-in-use September-January)....And the advertiser can go just about anywhere he wants to in daytime television. 90% of the television stations in the country are now on the air before 2 pm...and all of them are on before 6 pm. By next year, it's reliably predicted, almost all TV stations will be

(please turn to the back page of this insert)

| | | |

| | | | | | | |
|---|---|---|---|---|---|---|
| | *ABC Library Doc. Film* F (E-M) | *Marshall Plan in Action* | Gospel Best'g Corp. Old Fashioned Revival Hour F (E. M) | Young People's Church of The Air Youth on The March | | |
| ...tor Co. Mercury the Town | General Electric Co. Fred Waring Show | | B. F. Goodrich Co. Celebrity Time | Jules Montenier Inc. Stoppette What's My Line | | Norwich Week in Review |
| Armco Hour L (E) NI | Bromo Seltzer Rocky King, Detective L (E-M) NI | *They Stand Accused* L (E-M) | | | | |
| ...v. of C... Clark and Hope ...e Sunday Col... ...omedy ... (E-M) | Philco Corp. Philco Television Playhouse L (E-M) | | Congoleum-Nairn Inc. Garroway At Large L (E-M) | TBA | | |
| *This ...e You* | Arthur Murray Inc. Arthur Murray Show L (E-M) | *On Trial* L (E-M) | *Double Feature* F (E-M) | | | America for Christ Inc. The Circuit Rider (F) |
| Lever-Lipton Arthur Godfrey's Talents | Philip Morris Co. Horace Heidt | General Foods-Sanka The Goldbergs | Westinghouse Electric Corp. Studio One | | | Masland At Home Party L |
| The ... Show ...M) | Co-op Wrestling (From Columbia Park, N. J.) L (E-M) (NI) | | | | | |
| Firest...ber Co. Voice ...estone | Admiral Lights Out L | American Tobacco Co. R. Montgomery, Lucky Strike Theatre Alternates with Tintair, Somerset Maugham Television Theatre (L) | | Local Sponsors (Co-op) Who Said That L (E-M) | | Anchor Hocking Open House L |
| ...ystery T... ...-M) | | Arnold Bakeries Life Begins at 80 L (E-M) | *Roller Derby* L (E-M) | American Tobacco Co. Roller Derby L (E-M) | | |
| *...s Fate* | R. J. Reynolds Vaughn Monroe Show | Electric Auto-Lite Suspense | Block Drug Danger | | | |
| *Jolly ...kins ...Review* ...M) | Drug Store TV Prod. Cavalcade of Bands L (E-M) (NI) | | *Once Upon A Time* L (E-M) | | | |
| ... Co. ...r Theatre ...-M) | Procter & Gamble Fireside Theater F | Armstrong Cork Co. Circle Theatre L (E-M) | P. Lorillard Original Amateur Hour L | | | Anchor Hocking Open House L |
| ...ker Mfg. ...Kreis-Sandstand | Philco Corp. Don McNeill TV Club L (E-M) | | Co-op Wrestling L (E-M) (To Midnight) | | | |
| ...Lane Myers ...ad Hunds | Bymart Inc. Somerset Maugham Show (off 4/11) | P. Lorillard Co. Embassy Cigarettes The Web | Pabst Sales Co. Blue Ribbon Bouts | | *Sports Interview* | |
| | Italian Swiss Colony Wine Famous Jury Trials L (E-M) NI | Consolidated Cigar Corp. Plainclothesman L (E-M) (NI) | | | | |
| ...ge, Pet ... ...Revue ...M) | Kraft Foods Co. TV Theatre L (E-M) | | Bristol-Myers Break the Bank L | Armour Stars Over Hollywood F | | Anchor Hocking Open House L |
| ...Lorillard ...Music ...M) | Packard Motors Cluett Peabody (alt.) Holiday Hotel L (E-M) | Gruen Watch Co. Blind Date L (E-M) | U.S. Army & Air Force Roller Derby | Blatz Brewing Co., Roller Derby | | |
| | | | | Pepsi-Cola Faye Emerson | | |
| ...American ...fety Razor The S Goes On | Esso Standard Oil Kroger Co. Alan Young Show | Lever Bros.-Rinso Big Town | Philip Morris Co. Truth or Consequences | Carter Prod. Crime Photographer Start 4/19 (alt. weeks) | | |
| ...Wade Headlines from Broadway Hollywood ...E) | Kaiser-Frazer Ellery Queen L (E-M) (NI) | | | | | |
| ...ett Co. Peter L...yes Show ...-M) | Ford Dealers of America Ford Star Revue James Melton L (E-M) | | U. S. Tobacco Martin Kane, Private Eye L | *Film* TBA | | Anchor Hocking Open House L |
| ...Woods Pepsi Party | Jos. E. Schlitz Brewing Corp. Pulitzer Prize Playhouse L (E-M) | | *Marshall Plan in Action* | *Stud's Place* L (E-M) | | |
| R. Reynolds Man ...t Crime | Ford Motor—Ford Theatre (Alt. Weeks) | | Nash Kelvinator Star of the Family Morton Downey | TBA | | |
| | Wildroot, Charlie Wild (4/18 moves to Wed.) | General Mills Live Like a Millionaire | | | | |
| ...Rosenbluth Co. ...Art ... Show ...F) (NI) | Bond Clothing Stores Hands of Mystery L (E-M) (NI) | | Drug Store TV Prod Cavalcade of Stars L (E-M) (NI) | | | |
| ...ol ... We People ... | American Cig. & Cig. Big Story | Campbell Soup Henry Morgan's Great Talent Hunt L | Gillette Boxing L | | Chesebrough Greatest Fights F | Anchor Hocking Open House L |
| *...Packaleman ...Time Club ...-M)* | *Roller Derby* (to Conclusion) | | | | | |
| ...Busch ...ray Sh... | Bulova Watch The Frank Sinatra Show | *The Frank Sinatra Show* | Carter Sing It Again | *Sing It Again* | Sterling Drug Sing It Again | |
| | | | Co-op Prof. Wrestling from Chicago L (E-M) | | | Co-op Wrestling L (E-M) |
| | Swift & Co., Lehn & Fink, Bymart Inc., Minn. Mining & Mfg., SOS, Benrus, Crosley, R. J. Reynolds Saturday Night Revue L(E-M) | | | | American Tobacco Co. Your Hit Parade L | Max Factor Cosmetics Sheila Graham L |

# DETROIT TELEPULSE JOINS PULSE ROSTER

AVAILABLE in March, and monthly thereafter, the Detroit TelePulse report becomes the 17th individual market report published regularly by Pulse for the benefit of its subscribers and interested parties.

TELEPULSE reports are now issued monthly in the following markets:

NEW YORK
CHICAGO
PHILADELPHIA
CINCINNATI
LOS ANGELES
BOSTON
CLEVELAND
DAYTON
ST. LOUIS
COLUMBUS
SAN FRANCISCO
WASHINGTON, D. C.
BIRMINGHAM
BUFFALO

and . . . Syracuse, bi-monthly, and three times a year in New Haven.

For information about any of these TelePulse reports and other data. . . .

**ASK THE PULSE**

**THE PULSE, INC.**

**15 West 46th Street**

**New York 19, N. Y.**

broadcasting before noon. So it's clear you can—right now—hit your market wherever, whenever you want to, through daytime television....

Best proof of all that daytime television's really arrived is the list of its great national sponsors. Right now, six of the country's top seven advertisers of low-unit-cost products are in daytime television. Biggest of them all, Procter & Gamble, is already sponsoring 15 quarter-hours of network daytime a week, starting with television's first serial, "The First Hundred Years." And such advertising experts as Quaker Oats and R. J. Reynolds Tobacco Co., with Garry Moore; United Fruit Company, with Homemaker's Exchange; General Mills, with Betty Crocker... are now making substantial daytime investments....

You add to that some other factors: flexibility in format, the chance to experiment with program material and commercial approach at just half the cost of nighttime television; the chance to hit a specific audience with your message...in other words, all the things that have always made daytime radio a good buy, with the prodigious plus of television's impact...and you will know you'd better take another look—quick!—at daytime television....

And while you're looking, you'll of course discover your best chance of seeing a quick pay-off in daytime television is with CBS...with the programming brains and creative ability that have put CBS radio programs so far out in front of competition, both day and night. Today's a good day to look at daytime television...so look at the best, on CBS.

## FUTURE VIDEO

### Forecast Sees 90% Filmed

MORE THAN 90% of television programming will be on film within five years, according to a prediction of Larry Gordon, president of Vidicam Pictures Corp.

"Commercials went on film early in the business," he said. "Advertisers learned immediately that it was safer and more economical to put their messages on film rather than do it live."

He said "the same thing is happening with regular programs" and that "its only a matter of time until the overwhelming majority of shows follow the trend."

New New York location of Vidicam, successor to Television Features Inc., which Mr. Gordon also headed, includes over 10,000 square feet of studio space and has under one roof every process of motion-picture making except film developing, spokesmen reported. The company uses the Vidicam production system, which consists of interlocking film and TV cameras and eliminates much re-shooting of film, according to Mr. Gordon, who developed Vidicam.

Associated with Mr. Gordon are Alfred Justin, executive vice president: Otto Sutter, vice president; Ben Parker, head of production, and Sidney Zucker, director of photography.

## NARND TV GROUP

### Byron Appointed Chairman

APPOINTMENT of James A. Byron, WBAP Fort Worth, as chairman of the National Assn. of Radio News Directors' television committee for the second straight year has been announced by NARND President Ben Chatfield, WMAZ Macon, Ga. Mr. Byron and the WBAP staff won the association's TV award in 1949.

Other television broadcasters on the 1951 committee, which was enlarged from 3 to 10 members, are Ed Wallace, WTAM Cleveland, board advisor; Frank McCall, NBC-TV New York; Spencer Allen, WGN-TV Chicago; Richard Oberlin, WHAS-TV Louisville; Jack Knell, WBT-TV Charlotte, N. C.; Jack Krueger, WTMJ-TV Milwaukee; Ralph Renick, WTVJ (TV) Miami, Fla.; Bob Redeen, WOC-TV Davenport, Iowa. One other member still is to be appointed.

## THEATRE VIDEO

### RKO Link Buys Telescreen

KEITH's Theatre, Washington, D. C., link of the RKO chain, last week announced that it is installing a large-screen television system to be ready for operation by May 1.

Installation of the system is to begin immediately, the theatre reported. The equipment will be RCA's model PT-100. Cost of the installation was set at $25,000. Equipment expense was announced at $15,200.

*Holding first reel of* Shootin' the Breeze *series are Miss Helen Alvarez, KOTV president, and Harry Clarke, owner of Clarke's Clothiers.*

★ ★ ★

## 'SHOOTIN' BREEZE'

### For Oklahoma Home Folks

WATCHING their boys "breakup housekeeping" in preparation for shipment to overseas duty, Tulsa TV viewers were warmly enthusiastic over KOTV (TV) Tulsa's *Shootin' the Breeze With the 45th*, a new quarter-hour, weekly series sponsored by Clarke's Clothiers of that city.

Action shots of the all-Oklahoma 45th Div. are featured in the new series, and plans have been made to follow the division wherever it goes—to Japan or combat in Korea. Subject to the censor's shears, the folks at home will be with the men on the battlefield. Those films already made have been used by the Army for morale-boosting purposes in the 45th.

Idea for *Shootin' the Breeze* is credited to Mrs. Viola Noble, publicity director for Clarke's Clothiers. The store made all arrangements with Army officials at Camp Polk, La., where the 45th was stationed and purchased a special camera to be used by Army public relations men in filming the series. The store does not intend to neglect its radio advertising because of the popularity of its TV production, Mrs. Noble emphasizes. Clarke's will continue sponsoring its 13 year old quarter-hour nightly newscast on KTUL Tulsa in addition to many spots on other stations.

## ATS OFFICERS

### Nominating Group Named

NOMINATING committee for officers and directors of the American Television Society during 1951-52 was announced by David Hale Halpern, president, last week.

Committee members named were: Halsey V. Barrett, DuMont Television Network, chairman; Will Baltin, Screen Gems; Norman Livingstone, WOR-TV New York; George Shupert, Paramount Film Productions; N. Charles Rorabaugh, Rorabaugh Reports; N. Warren Caro, Theatre Guild; Don McClure, McCann-Erickson.

Nominees will be reported for an election to be held in May.

# film report

**U. S. TELEVISION NEWS**, new distribution firm, has been incorporated in California for national distribution of **Clete Roberts'** quarter-hour, news-action films to TV stations. Firm is headed by **Miles W. Ark**, also operating chief of **Barr Mfg. Co.**, Los Angeles, sponsor of the nightly Roberts' reports on KLAC-TV Los Angeles. Plans now call for distribution of films being shot by Mr. Roberts and Newsreel Cameraman **Russell Day** in Far East. After their present eight-week tour of that sector, pair will film news events and interviews in U. S. and Europe for future distribution . . . During visit to Philippine Islands, Messrs. Roberts and Day reportedly scored an exclusive by being the first American newsmen to record the Philippine Army's drive against the Communist-led Huks.

* * *

**INS-TELENEWS** has been preparing special one-hour sound films depicting highlights of the highly-viewed-and-listened to **Kefauver** committee crime investigation in New York. Films were scheduled for WOR-TV New York, KTLA (TV) Los Angeles, WENR-TV Chicago, WXYZ-TV Detroit, KGO-TV San Francisco and WJBK-TV Detroit.

* * *

**EASTMAN KODAK Co.**, Rochester, N. Y., announces the new Eastman 16mm projector **Model 25** which is to give "a new standard of 16mm screen quality and sound reproduction." Eastman believes its new projector will insure "top-quality screen presentation from 16mm sound film which compares favorably with the best 35mm projection performance."

* * *

**ACADEMY FILM PRODUCTIONS**, Chicago, has completed TV films for the following clients: **Kayo Chocolate Drink** through **Melamed-Hobbs**, Chicago agency; **Velvet Peanut Butter** through **Simons-Nichelson**, Detroit; **Hannah and Hogg Wines, J. N. Draznin**, and **Roley Poley Slip Covers** through **Gerstel-Loeff Adv.**, Chicago. Roley Poley commercials will be used nationally, supplied free to department stores carrying product. Kayo plans to advertise in Minneapolis with local dealer tie-ins and Velvet will sponsor announcements in Cleveland and Detroit.

* * *

**KEANELEIGH PRODUCTIONS Inc.**, Larchmont, N. Y., has produced a film for TV presentation entitled *Father of the Homeless Child*, starring **Eddie Dowling**. The film tells the story of the Mission of the Immaculate Virgin, founded by Father Drumgoole.

**SNADER TELESCRIPTIONS Corp.**, Los Angeles, has completed 10 film shorts. Five feature **Rose Marie**, former "Baby Rose Marie" of motion pictures. The other five feature a musical combination—"Fire House Five Plus Two."

* * *

**JERRY FAIRBANKS PRODUCTIONS**, Los Angeles, has signed **Lyle Talbot, Maris Wrixon, Virginia Christine** and **Rand Brooks** for roles in *The Man With The Lisp*, program in the *Front Page Detective* series scheduled for filming this week.

* * *

**ALEXANDER FILM Co.**, Colorado Springs, announces several new TV film commercial series. Sponsors include **Philco Corp.**, through **Julian G. Pollock Co.**, Philadelphia; **Union Pacific Railroad**, through **The Caples Co.**, Chicago; **Gas Service Co.**, Kansas City, Mo.; **Noreen Inc.** (Noreen Hair Rinse), through **Bradley-Lane Adv.**, Denver; **Nash Coffee Co.**, through **Erwin, Wasey & Co.**; **McQuay-Norris Mfg. Co.**, through **D'Arcy Adv.**; **Estate Stove Co.**, Hamilton, Ohio; **Aeroflex Labs Inc.**; **Merchant's Biscuit Co.** through **Allen & Reynolds**, Omaha.

* * *

**WILLIAMS PRODUCTIONS Inc.**, Hollywood, is planning production of first 18 in a series of TV mystery programs. Screenwriter **Robert J. Hill** and Director **William Asher** will assist in production. Same firm also has purchased rights to British feature length film, "The Fall of the House of Usher," based on Edgar Allen Poe's short story.

CANADIAN ADMIRAL CORP., Toronto, in 1950 made net profit of $308,163, increase of $169,000 over previous year. Sales in 1950 were $4,971,958 as compared to $2,591,030 in 1949.


**LIBEL and SLANDER**

Invasion of Privacy
Plagiarism-Copyright-Piracy
**INSURANCE**
For the wise Broadcaster
**OUR UNIQUE POLICY**
provides adequate protection.
Surprisingly inexpensive
**CARRIED NATIONWIDE**
*For details & quotations write*
**Employers Reinsurance Corporation**
**Insurance Exchange Bldg., Kansas City, Missouri**

# allied arts

C. D. OWENS appointed vice president All-Scope Pictures Inc., Hollywood producer of TV film. He was sales promotion manager California Prune and Apricot Growers Assn., San Jose, where he handled promotional advertising including TV advertising films.

WILLIAM E. BEST, L. A. bureau manager United Press, has in addition taken over executive duties of the late HAROLD E. SWISHER, who was Western Division radio manager (BROADCASTING • TELECASTING, March 26). WILLARD WILKS, assistant to Mr. Swisher, appointed acting radio news editor.

ALAN FISCHLER, coordinator of daytime operations KNBH-TV Los Angeles, to Snader Telescription Sales Inc., as West Coast sales representative. He will work out of Beverly Hills office.

FRANK GUTHRIE appointed field assistant to president of Air King Products Co. Inc., Brooklyn, N. Y. Duties will include administering and coordinating field procurement on all purchases.

MICHAEL HITZIG, DuMont TV Network, to Robert S. Taplinger & Assoc., N. Y.

ALLEN BUCKLEY, in charge daytime program direction KECA-TV Los Angeles, named director of Oxarart & Steffner Inc., L. A., package *You Asked For It*.

ROBERT C. BROWNELL, *Los Angeles Daily News*, to Burns W. Lee Assoc., L. A. (public relations), as editorial director.

REGIS TOOMEY signed for featured part in *The Loving Family* TV film series currently being produced by Green Film Corp., L. A.

FRANK BOWES, formerly with NBC Spot Sales, to Video Varieties, N. Y., as account executive.

JOHN H. BATTISON, author of *Movies for TV*, and motion picture photographer and lecturer, appointed executive film consultant to Television Ventures Inc., N. Y.

REDIFFUSION Inc., Montreal, has bought eight transcribed programs from All-Canada Radio Facilities, Toronto, for use on ZBM Bermuda, and stations in Jamaica, Trinidad, British Guiana and Barbados, operated by organization.

ALTON KASTNER appointed to headquarters staff of Crusade for Freedom, with "special responsibility" for radio and TV activities. Duties will include direction of publicity for Radio Free Europe.

DAN THOMPSON, director of radio National Safety Council, Chicago, elected to Radio Pioneers Club.

## *Equipment . . .*

ARTHUR H. ROGOW elected president, and EVERETT M. PATTERSON, vice president in charge of engineering and research, of Super Electric Products Corp., subsidiary of Universal Labs Inc., both of N. Y. Mr. Rogow and Mr. Patterson, along with JOHN KADEL, New York attorney, were elected to board of directors of Super Electric Products, which manufactures transformers, electronic and electric equipment for radio, TV and heating industries.

JOHN S. BOYERS, chief engineer and assistant treasurer Magnecord Inc., Chicago, elected president of company.

Mr. Boyers

L. E. SEPTER, sales manager of radio and TV for Crosley Division of Avco Corp., appointed general sales manager Tele King Corp., N. Y.

RCA has announced new FCC approved frequency deviation monitor for use in broadcasting station. Monitor type BW-11A is improved instrument capable of handling wide r-f input range, and providing greater sensitivity than earlier models, firm reports.

ELMER F. PAUL, manager General Electric Danville plant, appointed manager of manufacturing of company's specialty transformer and ballast division at Fort Wayne. He succeeds WILLIAM F. OSWALT, who has been named to company's control division. DONALD POLAND, assistant to manager of manufacturing of specialty transformer and ballast division, will succeed Mr. Paul.

WILLIAM H. HIGGINS, sales manager U. S. Television Co., N. Y., appointed field manager for Sparton Radio-Television division of Sparks-Withington Co., Jackson, Mich.

TECHNICAL APPLIANCE Corp., Sherburne, N. Y., announces antenna designed to minimize co-channel interference. Antenna has front-to-back radio of 30 db.

H. K. SMITH appointed manager of marketing service division General Electric Co.'s electronic department, Syracuse. He was with commercial equipment division in similar capacity.

GENERAL ELECTRIC Co., Schenectady, now supplying all station type induction and step regulators with regulator controls that are 99% accurate regardless of operating changes in temperature or load, firm claims.

HENRY H. CARVER appointed to head new Florida factory distributor of Allen B. DuMont Labs.

MAURICE L. LEVY, director of special engineering Tele-Tone Radio Corp., to newly-created position of director of engineering.

ROBERT FENDER appointed central northwestern sales representative for RCA Thesaurus & Syndicated Programs. He will work under WILLIAM F. REILLY, midwestern manager. Before joining RCA, Mr. Fender was assistant advertising manager of World Broadcasting System.

ALBERT C. ALLEN, assistant in central states territory for Allen B. DuMont Labs, appointed sales manager for central states region with offices in Chicago.

## *Technical . . .*

WILLIAM WIGHT and BOYD BEX-HAM, technicians KTTV (TV) Los Angeles, to KTSL (TV) Los Angeles. Other additions to KTSL staff include WILLIAM SCHERTLE, Pacific Telephone & Telegraph Co., L. A., as maintainance technician; SPENCER HAYS, ROBERT NELSON, JOHN McMURRAY, as projectionists. Transferring from CBS-TV are ROBERT COLVIN as assistant supervisor; PAT DIGNAN, JACK JENNINGS, ROBERT DUNN, video technicians; from CBS radio staff, JOHN HOOK, HENRY WHITAKER, VERNE TASCHNER, STAN THORSEN, audio technicians, RAY ANGONA, EDWARD CHANEY, assistant technicians. CHARLES CHESTER transfers from KNX Hollywood FM transmitter, to KTSL transmitter crew.

H. E. FARRER appointed to electrical department staff American Standards Assn., N. Y. He was assistant to secretary of American Institute of Electrical Engineers.

STURLE J. PARKS appointed chief engineer WNAT Natchez, Miss.

VICTOR TAKACH named chief engineer WCTC New Brunswick, N. J. (see FRONT OFFICE).

JOHN CRUNTHER, WANT Richmond to technical staff WXGI same city.

## WHITE & ARNOLD

### *New Market Research Firm*

SALE of Market Research Co. of America to Industrial Surveys Co. has been announced by Percival White, president of Market Research Co. At the same time Mr. White and Pauline Arnold (Mrs. White) announced the formation of a new firm, White & Arnold, Marketing Counselors.

Sale of Market Research Co., including its Chronolog Index, to Industrial Surveys assures the continued operation of one of the oldest marketing research businesses in the country, the announcement pointed out. Market Research Co. was formed in 1934 through the merger of Arnold Research Service which Miss Arnold had organized in 1926, and Percival White Inc. formed in 1925 as White & Parton.

White & Arnold, which will use the present New York offices of Market Research Co. at 250 E. 43d St., will do consultative work in marketing and market research, product development and testing, sales planning, general management, etc., but will not engage in actual handling of surveys.

KPAS Banning, Calif., joins Southern California Broadcasters Assn. as 56th member.

**A-C failure can't stop this pickup**

The Collins 12Z remote amplifier provides automatic, instantaneous change-over to battery operation if line power interruption occurs. This light, handy remote combines four input channels with individual controls, a master control, an a-c power supply, and compact storage for three 45 volt B and five A batteries in one easily carried unit.

The 12Z is one of a complete Collins line of one, two and four mike remote amplifiers for reliable, convenient, high fidelity operation on any job. Your nearest Collins office will be glad to give you full information.

For broadcast quality, it's . . . COLLINS

COLLINS RADIO COMPANY
Cedar Rapids, Iowa

11 West 42nd Street, NEW YORK 18
2700 West Olive Avenue, BURBANK
1330 North Industrial Blvd., DALLAS 2
Dogwood Road, Fountain City, KNOXVILLE

JOE ADAMS
REACHES ALL
NEGROES
IN LOS ANGELES
KOWL 5000 WATTS CLEAR CHANNEL
LOS ANGELES - SANTA MONICA, CALIF.

## Strictly Business

*(Continued from page 12)*

Portland, Ore. High school education came there and also at Columbia Junior College. Then the U. of Oregon, then Yale, Western Reserve U., and finally he ended up with a master's degree in business administration from the U. of Pittsburgh.

He began his business career with William Randolph Hearst, selling the Los Angeles *Express* on the corners of that city. Today he is head of the busy agency which bears his name and whose radio account business alone runs annually to $160,000. And it's growing.

In 1931, after college, he settled down to serious business with General Motors Acceptance Corp., in New York. During 1933 he joined Ward Baking Co., where he advanced from salesman to superintendent of agencies for New York and New Jersey. Mr. Burk left the baking industry in Cleveland after becoming sales manager of the General Baking Co.

He started in radio time sales in Pittsburgh with WCAE in 1943 and entered the agency business in 1946 as a partner with Russell Pratt in the firm of Pratt & Burk. In 1949 Mr. Burk acquired ownership of the agency. The business has grown from a few accounts with just enough to make ends meet, to the present day when there are some 30 accounts with better than a half-million-dollar billing.

### Large AM Billing

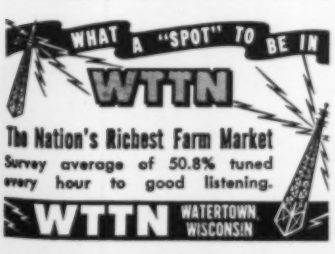
While TV is rapidly rising, the Burk agency still enjoys a large volume of AM radio billing. This billing not only is in Pittsburgh, but in small towns.

Mr. Burk is a member of the Harvard-Yale-Princeton Club, the Pittsburgh Athletic Assn., the New York Athletic Assn. and is current president of the Pittsburgh Executives Assn. His hobby is squash.

The former Carolyn Boyer, of Harrisburg, said "yes" a few years ago and she and Mr. Burk live happily in a Pittsburgh suburb. They were wed Nov. 1, 1936.

Mr. Burk says that his agency is contemplating a 100% increase in radio and television billings in 1951. That, indeed, is desire "to achieve or attain." And a happy prospect.

Tell us, would it really make you unhappy, Mr. Burk, if we told readers that the "G" stands for Gerald?



WHAT A "SPOT" TO BE IN
WTTN
The Nation's Richest Farm Market
Survey average of 50.8% tuned every hour to good listening.
WTTN
WATERTOWN, WISCONSIN


# CDA PLANS

## *Communications Realigned; Talbot Named Head*

**REALIGNMENT of communications and warning system planning for broadcast, amateur radio and other operations, under the directorship of Col. William Talbot, USAF (retired), was revealed last Monday by the Federal Civil Defense Administration.**

Col. Talbot was named director of a newly-created Warning and Communications Div., succeeding Robert Burton, who will leave his communications post within 90 days. Mr. Burton will remain in a consulting capacity for the present, it was understood. He expects to participate in the technical sessions slated to be held during the NARTB (NAB) convention in Chicago April 16.

Col. Talbot has been serving since January as chief of the Air Attack Div., which under the reorganization will be consolidated with the communications group, it was explained.

The division is charged with preparation of an outline detailing the utilization of radio and TV stations by local civil defense officials, and the role of radio amateurs and other communications services—plans already blueprinted in the President's proposals for U. S. Civil Defense [BROADCASTING • TELECASTING, Sept. 25, 1950].

A technical manual, outlining the role of communications in the pre- and post-attack phases of civil defense, is currently under preparation by CDA. It has been delayed temporarily pending action by FCC prescribing rules and regulations for use of amateur frequencies and a clarification of the operational role of broadcast stations, which FCC outlined last week (see story this issue). A chapter will be devoted to broadcast station operation.

The division is responsible for the design, installation and operation of a nationwide warning system designed to give timely warning to local civil defense agencies and the public of imminent or actual enemy attack, as well as for design of control centers and all types of communications equipment.

### Other Developments

Reorganization of CDA's communications operations was one of several prime developments last week, among them:

● Announcement of a Civil Defense Mutual Aid Agreement between the United States and Canada, providing for full exchange of information on communications and other services.

● Senate confirmation of the nomination of James J. Wadsworth as deputy administrator of CDA. He previously headed the Office of Civil Defense before Congress enacted legislation setting up CDA.

Millard F. Caldwell Jr., CDA administrator who announced the pact, said that authorities of both countries "expect to coordinate their planning as if no border existed between the U. S. and Canada." The agreement also provides for communication between the two agencies on technical civil defense matters. A Joint U. S.-Canadian Civil Defense Committee also was set up by the agreement, which was reached Feb. 21 at a meeting in Ottawa. Conceivably the two countries will coordinate planning on radio silence and other problems.

Specifically the two countries will exchange data on (1) research, development, standardization and availability of requirements for equipment, supplies and facilities; (2) training schools, courses and publications; (3) public information and education; (4) federal, state and local legislation, regulations and working agreements.

Col. Talbot has enjoyed a varied communications background. Prior to World War II he developed mobile equipment for the Army and was assistant signal officer in charge of wire communications for the 8th Corps Area. Subsequently he aided in the development and installation of radar and communications for air defense and air raid warning systems for the U. S. and its possessions.

In 1946 he retired from the Army and was recalled in 1949 to help develop a ground observer corps and air raid warning system for the Air Force. He has been employed by the Chesapeake & Potomac Telephone Co. in Washington.

Mr. Burton, Col. Talbot's predecessor, has supervised communications planning since he first went to the old Office of Civil Defense from the State Dept. In that capacity he has been working actively with FCC and military authorities on the emergency broadcast plan, in which the Civil Defense Administration has a definite stake.

Prior to his civil defense stint, Mr. Burton was associated with the State Dept., acting as U. S. delegate to international frequency conferences. During World War II he served with the Office of Civil Defense, and was instrumental in preparing technical booklets for community distribution. He has been marshalling data for the new manual, which will be issued once agreement is reached by FCC, CDA and the Defense Dept. on rules covering the amateur frequencies.

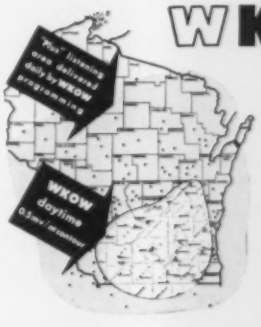
## Guy A. Moffett

GUY A. MOFFETT, 50, assistant manager of the General Electric Co. control division, died March 27 in Schenectady, N. Y. Mr. Moffett had been a GE employe for 27 years. Native of Wainsville, W. Va., he was a graduate of the U. of W. Va. Surviving are his widow, Estelle; a daughter, Susan; a son, Guy, two sisters and his father.


"MOO-LA" BUYS THE CIGARETTES IN WISCONSIN

WKOW CANNOT BE MATCHED FOR COVERAGE IN AMERICA'S DAIRY CAPITAL

Wisconsin cows do not smoke, but they earn a half-billion dollars' worth of milk checks every year. Milk is Wisconsin's biggest industry, and both the farmers and their city cousins get a share in all this moo-la. To reach the richest part of America's Dairyland, you need WKOW's big half-millivolt area, where 874,000 people spent 875 million dollars in 1949.




WKOW-CBS

MADISON, WISCONSIN

No station in Wisconsin gives you greater coverage than WKOW, blanketing the capital and 13 prosperous counties, and attracting daily "write-in" listeners all over the state. That's why WKOW-CBS is Wisconsin's biggest advertising buy.

WISCONSIN'S MOST POWERFUL STATION

1070 K.C.
Represented by
HEADLEY-REED COMPANY

WKOW CBS

## Respects

*(Continued from page 48)*

knowledge which could be of value to them in contract negotiations.

So, in 1933, Mr. Woolley was moved from his night job into a full daytime position in the station relations department, and it was then he decided to make radio his career.

The law degree still seemed attractive, however, and in spite of a scholarship offer from Columbia, he switched to New York U. night school, graduating in 1935 with the degree of Juris Doctor, having completed some post-graduate courses in the extra year necessary to comply with the residence requirements.

NBC offered him a post in the network's law department, but the station relations work proved more attractive. He remained in that department until the fall of 1935 when he went to Detroit as general manager of WWJ, the *Detroit News* station.

After 14 months in Detroit, NBC asked him to come back to New York as manager of the service division in the station relations department. In 1943, he was named assistant to Bill Hedges, vice president in charge of stations. When Mr. Hedges was put in charge of NBC's planning and development, he became director of the NBC station relations and traffic departments.

During the years that Mr. Woolley worked with station relations, NBC grew from about 70 stations affiliated with the old Red and Blue two-network system to 170 affiliated under a single network. When TV began to demand strong and immediate attention in 1948, and NBC realized it must work fast to form a new network on a good legal foundation, NBC called on Easton Woolley to help in the big job of setting up NBC-TV.

After 18 months of nursing, the TV network was well established and it became evident that the growth of the new medium required a separate set-up for NBC-TV. Radio and television activities were then separated for all departments. Mr. Woolley remained in charge of radio station relations.

While at NBC, Mr. Woolley played an important role in establishing the regional "war-clinic" meetings between station executives and network officials. These conferences were held yearly from 1942 to 1946, being replaced by the annual NBC affiliates convention inaugurated in 1947.

Mr. Woolley was largely responsible for inaugurating and handling the regional "workshop" meetings held between NBC department heads and station staff members at the actual operating level.

While he was helping NBC build its TV network, the NBC affiliate in his old home town, KDYL Salt Lake City, was launching its own TV station, pioneering the new medium in the Intermountain territory.

S. S. Fox, president of KDYL-AM-FM-TV, invited Mr. Woolley to return to his boyhood home to carry out administration of the corporation's properties. In the fall of 1950, he left New York and became executive vice president of Intermountain Broadcasting & Television Corp., licensee of the KDYL stations. Soon after, he became a stockholder in the corporation and a member of its board of directors.

When the word got around among the affiliates at their annual meeting in White Sulphur Springs that Mr. Woolley was returning to Salt Lake City, the officials presented him with a beautiful French antique silver tray, appropriately inscribed, and a new automobile as a mark of their appreciation for his services to them and the network for nearly 20 years.

### Marries in 1941

In the swirl of business activity, Mr. Woolley found time to marry Christine Hamilton Poler of Medina, N. Y., in 1941, a not-so-insignificant feat when one considers that he traveled more than 350,000 miles during that busy decade.

Born in Los Angeles on Jan. 8, 1904, Mr. Woolley still considers Salt Lake City his home since his family moved there a few months after young Easton was born.

Recreation has been a necessity too, and Mr. Woolley tried to accomplish as much tennis as he could in the early '40's, in between thousands of miles of traveling and continuous negotiations for the growing network. He says he played a pretty good game of tennis, which gave way to a "lousy game of golf." To make up for golf, he added color photography to his hobbies and now owns several thousand 35mm slides.

He is a member of Sigma Chi. His national business fraternity is Alpha Kappa Psi and he also belongs to Sigma Kappa Phi, national honorary fraternity in romance languages. He is a member of the bar of the State of New York.

## FARM TOUR
### WFAA To Sponsor

WFAA Dallas will sponsor a 16-day farm and sight-seeing tour starting May 9 that will take a party of Texans and Oklahomans through eight southern states and to Havana, Cuba.

Murray Cox, WFAA farm director, will serve as tour leader. A special train leaving Dallas will have 12 Pullmans, two diners and a club car. The Texas state commissioner of agriculture will be along.

Study of southern agriculture and industry, Mr. Cox said, is the aim of the trip. Cost to those taking the WFAA tour will be around $450.

## CONSERVATION
### Shield Designed For Ads

DR. BURTON BROWNE, president, Burton Browne Adv., Chicago, has designed a conservation shield for voluntary insertion in ads. The shield is to serve as a reminder for the public to conserve critical materials.

Dr. Browne is making the emblem available to all advertisers interested. A number of advertisers reportedly now are using it, including four Burton Browne clients. They are, The Simpson Electric Co., Littlefuse Inc., Regency Booster and Jensen Mfg. Co.

## CBS REMODELING
### Hollywood Offices Needed

COMPLETE remodeling of CBS Columbia Square premises in Hollywood, to provide office space for expanding television and radio operations there, was announced Thursday by Austin Joscelyn, director of CBS Hollywood operations.

The premises now are occupied by Brittingham's Restaurant and Sidney's Ltd., haberdashery. Leases on the two properties expire next month and will not be renewed. Remodeling construction is scheduled to begin June 1 and be completed sometime near midsummer, Mr. Joscelyn said.

## 'Code of Ethics'

PROPOSALS to set up an independent commission to study and recommend a "code of morality and ethics" as a guidepost in the conduct of "appointed and elected" government officials have been entered in Congress. Two bills to set up such a group were introduced in the House. They are HR 3433, dropped in the hopper by Rep. Thruston B. Morton (R-Ky.), and HR 3341, sponsored by Rep. Kenneth B. Keating (R-N. Y.). The commission would be bi-partisan. The move was an outgrowth of Senate probing into the conduct of the Reconstruction Finance Corp. Sen. J. William Fulbright (D-Ark.), who has headed the RFC probe, introduced a similar resolution (S. Con. Res. 21), in the Senate.


# advertising to advertisers

## Why Advertise in a Sellers' Market?

HOW can you answer advertisers who cut their radio budgets because the product is oversold?

Many of your advertisers may today face problems of a sellers' market that can induce them to cut their schedules. But—there are sound and urgent reasons why advertising must be maintained, even increased, in times like these.

That's why Printers' Ink published a special editorial task force report some months ago, *Advertising Guide to a Sellers' Market*, that spelled out the why and how of advertising in today's economy. Here is some of the ground it covered:

30 essential jobs for advertising when the product is oversold . . .

How advertising is a tax deduction in a war period . . .

Case histories of effective advertising in previous sellers' markets . . .

Analysis of the specific problems of advertising, management, sales and agency executives in oversold fields . . .

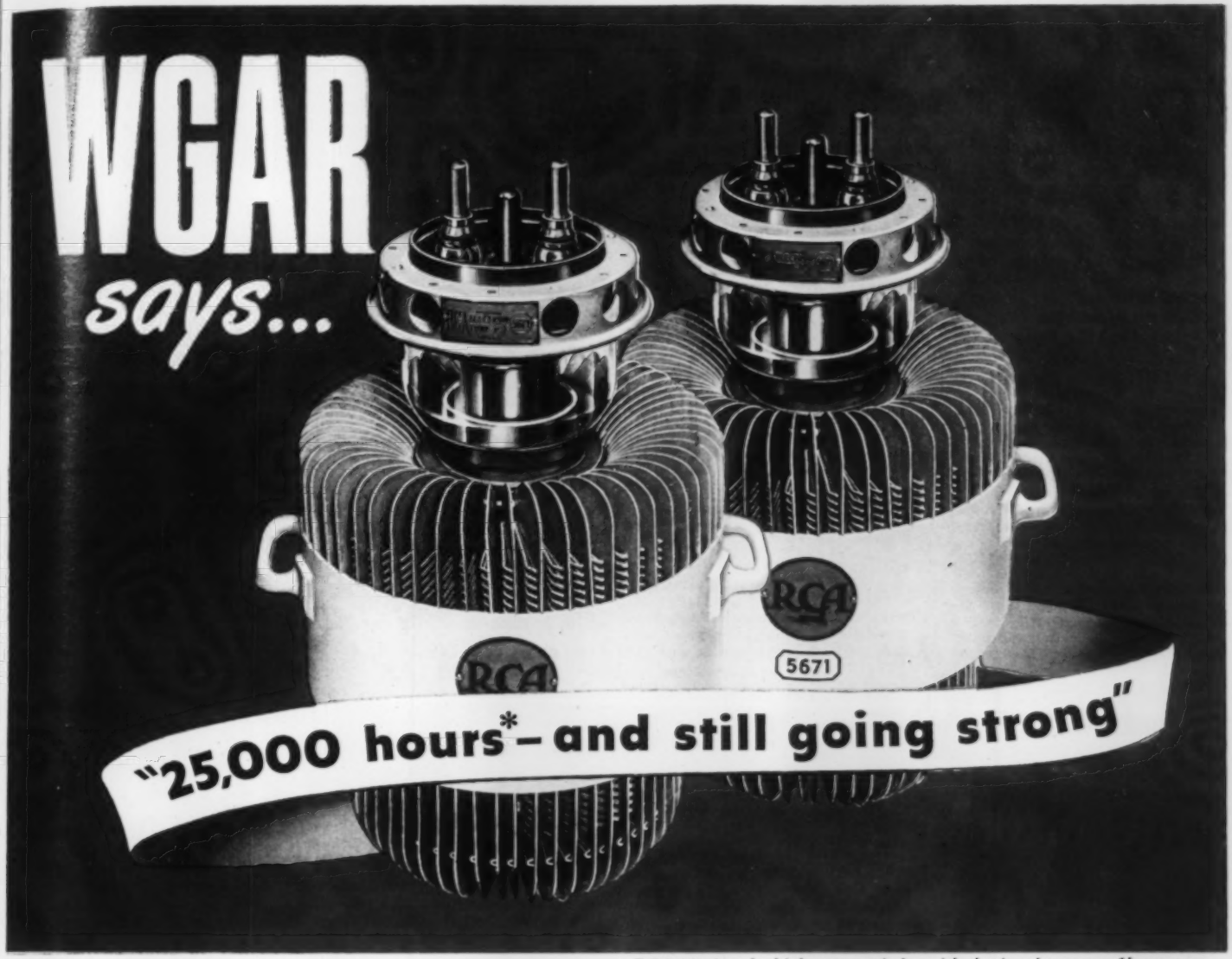
And its impact has been terrific (literally)! The issue sold out in 72 hours. Since then more than 10,000 reprints of this report have been purchased by leading advertisers, agencies and media—and the orders are still snowballing in.

*Advertiser's Guide to a Sellers' Market* is one more example of why Printers' Ink gets top attention from the top executives who buy advertising—why it stands alone as the magazine of marketing for advertisers, and for advertising *to* advertisers.

(Incidentally, copies of the *Advertiser's Guide to a Sellers' Market* are still available at 25¢ each.

ROBERT E. KENYON, JR.
ADVERTISING DIRECTOR

**Printers' Ink** · 205 East 42nd Street, New York 17, N. Y.
Chicago • Pasadena • Atlanta • Boston • London




*RCA-5671's—the high-power triodes with thoriated-tungsten filaments.*

## For unusual economy and long life . . . use RCA thoriated-tungsten filament tubes

The remarkable performance of RCA-5671's at WGAR illustrates the reliability of RCA thoriated-tungsten filament construction in power tubes for broadcast and industrial services.

In addition to providing long life and dependability, the RCA thoriated-tungsten filament in the 5671 consumes 60 per cent less power than a conventional pure-tungsten filament . . . making possible savings of $1300 or more a year in filament power alone in a typical 50-kw AM transmitter!

The RCA-5671 now employs an improved, lighter-weight radiator that reduces the weight of the tube by about 100 pounds. The new radiator fits the same air jacket as used for the former radiator.

RCA-developed thoriated-tungsten filaments are also used in types 5762, 5770, 5771, 5786, and 5831 for broadcast and industrial services, resulting in dependable performance and substantial savings in filament power.

To get all the performance and life you pay for . . . buy RCA tubes. They're available from your local **RCA Tube Distributor** or direct from RCA. For technical information on any of these types, write RCA, Commercial Engineering, Section 37DP, Harrison, New Jersey.

*AS OF JAN. 1, 1951

**THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA**

**RADIO CORPORATION of AMERICA**

**ELECTRON TUBES** **HARRISON, N.J.**

# P.I. OFFERS

## Spring Brings Innovations

SPRING is here, bringing with it some innovations in per-inquiry use of radio by purveyors of tonics and baby chicks, according to station complaints. A few efforts by business houses to obtain radio time on a free basis have helped enliven the radio scene.

An interesting reaction to a medicinal proposition came out of KSEK Pittsburg, Kan. Warren Stout, KSEK sales manager, received a letter from American Advertising (an enterprise of Anthony F. Lease), 416 Shafer Bldg., Seattle 1, Wash.

The American Advertising letter started out like this:

My client, The Formine Pharmaceutical Co., Seattle, has just created a new, wonder-working liquid vitamin and mineral called "REVIVO" and intends to prepare a national merchandising campaign through the one medium we know will reach the most people for the greatest length of time—RADIO!

"REVIVO", a patented Chlorophyll creation of Dr. Jules Marton, world-renowned chemist and Doctor of Chemistry, is not just any ordinary, run of the mill concoction. NO—"REVIVO" utilizes the very energies of nature—the full power of Chlorophyll. Numerous, conclusive tests reveal it will bring relief and supplemental energy to the people as a whole.

You perhaps will remember the *Readers' Digest* article on Chlorophyll and what it does for the human system. References will be made to same to provide confidence to the radio buyer.

The letter went on in similar vein, offering to pay 35 cents for each $1 bottle of Revivo.

Mr. Stout took the letter and paraphrased it, paragraph by paragraph, to present the KSEK side of the story. The first three paragraphs of his reply to American Advertising follow:

My employer, the KSEK Broadcasting Co. Inc., Pittsburg, has developed a new, wonder-working radio station called "KSEK" and intends to keep this station on an equal basis to the most advertisers for the longest length of time.

"KSEK", a licensed radio station, managed by Thad M. Sandstrom, is not just any ordinary, run-of-the-mill station. NO—"KSEK" utilizes the very desires of the listening public . . . the full power of the best in programming. Numerous, actual tests reveal that it will bring greater sales to advertisers as a whole.

You will perhaps remember the BROADCASTING • TELECASTING article on "P.I." deals and their effect on the radio system. Reference is made to same to provide you with confidence in "KSEK".

Thus far Mr. Stout has not indicated the Seattle firm has replied to his unique response to a P. I. offer.

The chick business enters its peak period with an offer from Jane Cox Oliver, owner and manager of Cox Adv., Columbia, S. C., to pay $1.20 on each order for 100 chicks selling at $3.95 or the equivalent on any adjusted selling price. Client is Black's Poultry Co.

### Hayes Offer

S. W. Hayes Hatcheries, Bloomington, Ill., takes a different approach to the P. I. type of offer. Mr. Hayes describes the offer as follows:

Any of our leading breeds such as Barred and White Rocks, New Hampshire Reds, White Wyandottes and White Leghorns, we could offer at $7.90 per 100 customer to pay postage. These are first class chicks, fresh from the incubator and as hatched. They would not be sexed and filled with cockerel chicks as has been done in some cases. We could offer you ½¢ per chick or 100 chicks for a half dollar (not per order).

WGBA Columbus, Ga., has just received what it describes as an "outlandish proposition," according to Walter M. Windsor, general manager. Mr. Windsor said a representative for Durkee Famous Foods called on the station, proposing to buy eight spot announcements a day, five days a week, or a total of 40 spots a week. Four spots a day would promote margarine and four salad products. The advertiser would supply transcriptions, with each spot offering "a card deal to the first five listeners phoning the station, each of whom will be mailed a card entitling them to a free sample of the product advertised. The station is to handle this receiving of phone calls and mailing of cards, including postage."

Then Mr. Windsor describes the plan of payment in this way: "The station is not to get the national rate for these spots. Nor is it to get the local rate. Here, honestly, is the proposition. The station is to get 2% on margarine and 5% on salad products of the amount of merchandise purchased each month by the local wholesaler."

Rat-Rid Co., Dallas, through John F. Harrison, Dallas, distributor for the company, offers to pay 50 cents net on each dollar order for the product. A spot announcement submits dramatic claims for the company's rodent exterminator.

Stations have received letters from Keegans School of Broadcasting, Memphis, submitting announcements that solicit students. The school points to the shortage of radio personnel and then proposes stations run the spot free of charge.

Also in the publicity field is a "news" item describing in glowing terms the desirability of serving Taste O'Sea breaded fish fillets. "All signs point to this product as important news for your public," says Arnold Z. Rosoff of Arnold & Co., Adv., Boston, in a letter submitting the news release. The letter offers to provide sample fillets to the staff.

## AD SEMINAR

### Agency Executives Meet

A SEMINAR for advertising agency executives on "Successful Advertising Agency Management," held by New York U.'s general education division, will begin tomorrow (Tuesday). In all, there will be six weekly dinner sessions meeting at the Faculty Club, 22 Washington Square North.

Speaker tomorrow will be A. W. Lewin, president, Lewin, Williams & Saylor Inc. Subsequent speakers listed include Frederic R. Gamble, president, AAAA; David Miller, vice president and general counsel, Young & Rubicam Inc.; Wallace H. Wulfeck, vice president, William Esty Co. Inc.; J. Lewis Ames, vice president and secretary, Ruthrauff & Ryan Inc.; T. Hart Anderson Jr., board chairman, Anderson & Cairns Inc., and Ira W. Rubel, Rubel & Fields.

## PROGRAM RATES

### KIRX Announces Reduction

A GENERAL reduction in program rates to national and regional advertisers, effective May 1, has been announced by KIRX Kirksville, Mo. Sam A. Burk, general manager, emphasized that the "reduction in rates has nothing to do with the ANA attempt at lowering rates in TV cities."

Mr. Burk explained that "with the agencies doing the servicing of the accounts, any increase in rates to national advertisers is not justified. Consequently, we are lowering our national rates to the same as to our present local advertisers."

## Mich. Council, AAAA

FRANK W. TOWNSHEND, vice president of Campbell-Ewald, Detroit, has been chosen chairman of the Michigan Council of American Assn. of Advertising Agencies. Other incoming officers of the council will be Carl Georgi Jr., vice president of D. P. Brother & Co. Inc., as vice chairman, and Elliott E. Potter, Young & Rubicam vice president, as secretary-treasurer. The three officers will serve on the board of governors. Other governors for the coming year will be George Richardson, J. Walter Thompson, vice president, and Blount Slade, vice president of Brooke, Smith, French & Dorrance. The Michigan Council represents nearly 25 agencies in the state.

*"You don't have to go to Florida to find a dog-gone good bet. Elliott-Haynes' area study shows I'm TOP DOG in the Vancouver area."*

# programs promotion premiums

**TERRIFIC RESPONSE** ● ●

KLRA Little Rock, Ark., presented test spot announcement for local Purina store. Spot preceded *Eddy Arnold* show at 9:30 p.m. with store offering 25 chicks to first 100 people coming into store after 7:30 next morning. Immediately following the spot, calls began pouring into the manager of store. They kept coming until almost midnight. The next morning, before the store opened, the local police were called out to maintain order and break up a traffic jam. A crowd of over 600 people had formed outside the store to get their chickens.

**TRANSMITTER DEDICATION**

KIDO Boise, Ida., March 18 formally dedicated its new 5 kw RCA transmitter. with hour long local program. Show, held at Boise Junior College auditorium with 550 people attending, featured music, including soloist, 15-piece orchestra and 36-voice chorus. Speeches were delivered by local citizens, including the governor.

**NEW FILM SERIES** ● ● ●

WHAM-TV Rochester, N. Y., presenting series featuring reports from representatives in Washington via film. Rep. Kenneth Keating (R-N.Y.) and Rep. Harold C. Osterstag (R-N.Y.) were the first to appear. Station reports that other outlets have requested use of film.

**FARM SHOW ON TV** ● ● ●

WBNS-TV Columbus, *Farmtime With Bill Zipf*, sponsored by Columbus Steel Structure Co., David Davies Inc. (meat packers), and Ohio Tractor and Implement Co. (Ford tractor distributor) Sun. 2:45-3 p.m., featuring Bill Zipf, farm editor of *Columbus Dispatch*. Show features weekly farm news roundup including livestock review, weather reports, general farm news and calendar of rural events for coming week. Mr. Zipf also presents outstanding farm personality.

**DEFENSE VIA TR** ● ● ●

KCMO-FM Kansas City, Mo., sending brochure to local and national trade headed "Transit Radio answers the call to colors." Piece in red, white and blue. Inside tells how transit radio will be used in case of bombing and has pictures of buses equipped for emergency.

**TOO MANY CALLS** ● ● ●

KCHI Chillicothe, Mo., to increase listeners on afternoon music show feature, "Mystery Tune," offering free tickets to local theatre which is one of show's sponsors. So many calls reportedly came in that telephone company suggested station get additional phones to handle calls because local switchboard was jammed. Company said board was so completely tied up that only one out of every 10 calls ever reached station.

★ ★ ★

**NOBODY HOME**

KWK St. Louis went into action just before Easter to help the post office dispose of 5,000 baby chicks which had arrived, were unclaimed and had to be disposed of in few hours. Within 15 minutes after first announcement, all chicks reportedly were sold, on their way to happy Easter homes.

★ ★ ★

**FORUM ON 'VOICE'** ● ● ●

ENTIRE proceedings of *Philadelphia Bulletin Forum* are to be recorded by Voice of America for condensation into documentary programs to be beamed throughout world in 24 languages. Three hours will be nationwide broadcasts over CBS and MBS, while 20 more hours will be heard over various Philadelphia stations. Five hours of TV coverage also will be provided.

**PROGRAM BIRTHDAY CLUB** ●

WOL Washington, *Punch and Judy*, 5:05-5:30 p.m., Mon.-Fri., has added feature for young listeners by forming "Punch and Judy Birthday Club." Uncle John, show emcee, sends membership card with childs name on it, and from time-to-time will send comic strips and popular childrens books. Station reports it has already received over 500 requests.

**DUAL PROMOTION** ● ● ●

KYW Philadelphia sending time-buyers and advertisers promotion sheets giving data on coverage by station. Map on coverage is accompanied by memo explaining the map and figures. Other promotion is small sheet, also with memo attached. Memo is in simulated handwriting telling of results station gives with shows. Sheet has part of letter from satisfied listener who bought product advertised on *Musical Clock* show. Memo invites advertisers to get in touch with station.

**GOVERNOR ON TV** ● ● ●

WTMJ-TV Milwaukee, *From The Governor's Office*, alternate Sat., 5:30 p.m., featuring Gov. Walter J. Kohler Jr. who appears with legislators and discusses current state issues. Show is handled by remote crew from Madison. *The Milwaukee Journal*, March 19, carried an editorial on program praising station for its work in presenting show.

**SUPERMARKET TV** ● ● ●

KEYL (TV) San Antonio, Tex., brought opening of H. E. Butt Grocery Co.'s new supermarket to thousands of viewers last month. Store is one of largest in Southwest and features drug department, fountain service, cosmetics, appliances, nursery, bakery and fancy foods, in addition to standard grocery items.

**RADIO JOURNALISM** ● ●

WAVZ New Haven, Conn., has made up book telling story of its service to New Haven area. Station is one of first in country to be "run like a newspaper" and has been favorably commented on by Columnist John Crosby, New York *Herald Tribune*, *Pathfinder* magazine, *Changing Times* and others.

**OPERA WINNERS** ● ● ●

AWARDS to winners of the *Metropolitan Opera Auditions of the Air*, over ABC, Thurs., 10-10:30 p.m., were presented on last Thursday's broadcast by Mark Woods, vice chairman of ABC board. Maria Leone, 22, Detroit soprano, received first-place scholarship of $2,000 under Metropolitan Opera Assn. supervision, while Paul Knowles, Cleveland tenor, and Fred Thomas, Norristown, Pa., baritone, who tied for second place, received $1,000 scholarships. Out of 700 applicants for auditions, 32 were heard on ABC broadcasts and 11 were called for stage auditions. Six subsequently were selected for semi-final broadcasts, from which the three winners were chosen.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

**RACK-RACKET** ● ● ●

WSB-TV Atlanta reports that youngsters have latched onto a new "rack-racket" by swiping Canada Dry Ginger Ale point-of-sale display cards from bottle racks in stores. Cards feature picture of Canada Dry-sponsored "Mr. Don and Woody Willow," ventriloquist-puppet team seen daily on WSB-TV 4:30-5:30 p.m.

**SKI-LIFT MIKE** ● ● ●

CKNW New Westminster, B. C., boasts an intrepid disc jockey, Jack Cullen, who took up a radio columnist's challenge to do his *Owl Prowl* program from Grouse Mountain's moving ski lift. Future plans include broadcast from bottom of False Creek in diving suit—if challenging Columnist Dick Diespecker of *The Vancouver Daily Province* will accompany him.

**SAFETY FIRST** ● ● ●

WKRC-AM-FM-TV Cincinnati has been congratulated by city safety officials on new series of one-minute spots featuring short interviews with school safety patrol boys who ask motorists to be careful when driving in school zones.

**BUSY CAMPAIGN** ● ● ●

WQUA Moline, Ill., using double page advertising in local newspaper. Ad features shows presented on CBS and carried by station as Quad Cities CBS outlet. Station to plug its CBS affiliation has used billboards, window posters, direct mail and heavy schedule of spot announcements.


**SIGHT SAVERS IMPRINTED WITH YOUR SALES MESSAGE Are An IDEAL, LOW COST Sales Promotion For Radiomen**

***An Ideal Advertising Medium***

Window-back Sight Savers associate your message with convenience and efficiency. Useful, unique and popular (millions sold yearly), these Dow Corning silicone-treated eye glass tissues have a high quality appeal for everyone wearing glasses—and that's over 70% of all your clients, prospects and customers! Cost is surprisingly low. Distribution is easy; no special packaging required. Write today!

DOW CORNING CORPORATION
Dept. AL, Midland, Mich.
Please send free samples and full information about "window-back" Sight Savers.
Name .....
Company .....
Address .....
City ..... State .....



**immediate revenue produced with regional promotion campaigns**

**23** years of service to the broadcasting industry

*experienced sales personnel will sell community programs throughout your coverage area*

**HOWARD J. McCOLLISTER Company**
MEMBER N. A. B.
66 ACACIA DRIVE
ATHERTON, CALIFORNIA
DAVENPORT 3-3061
PAUL W. McCOLLISTER, General Manager




XUM

FRED ALLEN
Radio and Television Star

**Microphone of Show Business**

**RCA's "STARMAKER"**

. . . a ribbon-pressure microphone that is so slim . . . so skillfully styled . . . so unobtrusive . . . you must look twice to see it.

Despite its slim construction, the STARMAKER meets the exacting quality standards of other RCA professional Broadcast microphones. Pick-up is non-directional. Frequency response is substantially uniform, 50 to 15,000 cps. It is free from wind rumble and air blast . . . and virtually impervious to mechanical shock.

The STARMAKER fits any standard microphone stand . . . can be used in place of any RCA microphone. *No extra attachments needed.*

For delivery information call your RCA Broadcast Sales Engineer, or write: Department PA-19, RCA Engineering Products, Camden, N. J. (In Canada write: RCA Victor Limited, Montreal.)

RCA

**RADIO CORPORATION of AMERICA**


# air-casters

**ROY MORRIS,** station manager WJIG Tullahoma, Tenn., appointed program director WAGC Chattanooga.

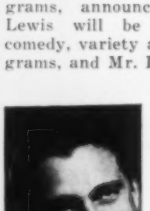
**ROLLO HUNTER,** assistant to program director ABC Western Div. and program manager KECA Los Angeles, named Western Div. production manager, succeeding **DRESSER DAHLSTEAD,** promoted to program director of Western Div. [BROADCASTING • TELECASTING, March 19]. **HARRY WALSTRUM,** radio operations manager KECA, appointed station program manager. **CLIFF ANDERSON,** Western Div. business manager, program department, named assistant to Mr. Dahlstead. **JACK MEYERS,** program operations manager, named network assistant production manager.

**JOHN R. HURLEY,** public relations staff Don Lee Network, Hollywood, appointed program manager of network succeeding **CARLTON ADAIR,** resigned. He has been with the network since 1948, when he became assistant to vice president in charge of station relations, later transferring for short time to sales service staff, and subsequently to public relations.

Mr. Hurley

**NED SHERIDAN,** news director WPAY Portsmouth, Ohio, appointed program director. He replaces **FLOYD M. JACKSON,** resigned to accept position with Detroit Steel Corp.

**MARLO LEWIS** and **DONALD DAVIS** appointed executive producers for CBS television programs originating in New York, **HUBBELL ROBINSON Jr.,** vice president in charge of network programs, announced last week. Mr. Lewis will be responsible for all comedy, variety and participation programs, and Mr. Davis for all dramatic



Mr. Lewis

Mr. Davis

productions. Mr. Lewis was co-producer with Ed Sullivan of *Toast of the Town* and producer of Frank Sinatra and Steve Allen shows. Mr. Davis has produced *The Play's the Thing* and *Prudential Family Playhouse.*

**R. MAXWELL-WILLESON** appointed program director WOCB West Yarmouth, Cape Cod, Mass.

**JOHN A. PALUMBO,** supply clerk CBS Hollywood, named to newly-created post of purchasing agent for network. He continues supervision of supply department. **RICHARD JOLLIFFE,** CBS script department, replaces him in former capacity.

**ED CAPRAL,** program director and announcer WATL Atlanta, Ga., now serving in Army. He is stationed at Fort Jackson, S. C.

**DON BRINKLEY,** assistant program director and chief continuity writer WBBM Chicago, resigns to work as TV writer in Hollywood.

**RICHARD T. HICKOX,** chief announcer WLAW Lawrence, Mass., appointed acting program director. **ARTHUR FLYNN,** announcer, named acting chief announcer.

Mr. Hickox

**JACK PINTO,** announcer WHWL Wilkes-Barre, Pa., to WBUD Morrisville, Pa., replacing **BOB KENT,** who is now assistant producer Voice of America, N. Y. **AL MARTIN,** graduate Lehigh U., to announcing staff. **BOB ABERNETHY,** graduate Princeton, to announcing staff. **PAT WILKES** to handle women's show on station.

**LOIS Van DEMARK,** continuity editor KCOM Sioux City, Iowa, to WLWD (TV) Dayton in same capacity.

**TOM RUSSELL,** announcer WEEI Boston, to WTOP Washington in same capacity.

**SAMMY ANDERSON,** production-assistant and announcer WICU-TV Erie, Pa., appointed traffic manager.

**ANDY McCAFFREY,** associated in past with Shuberts and Eastern Air Lines, to ABC publicity staff.

**CHARLES STROTHER,** continuity director WCPO-TV Cincinnati, appointed producer-director.

**RAY MOORE** appointed to announcing staff WSB Atlanta, replacing **BILL HALE,** now with WSB-TV. Mr. Hale replaces **GEORGE BRYANT,** resigned.

**JOHN WOODS** to WTAG Worcester, as morning disc jockey, replacing **JOHN WRISLEY,** who is now with WFGM Fitchburg, Mass., in same capacity.

**ROBERT V. BROWN,** program director, and **JOHN GAUNT,** senior producer-director KNBH (TV) Hollywood, to NBC-TV of which KNBH is affiliate. Mr. Brown will supervise production of NBC-U. S. Navy documentary film series now being planned and is now conferring with network and Navy officials in N. Y. and Washington. Mr. Gaunt, after three months' leave of absence, will go to N. Y. for eight weeks to prepare for fall programming to originate in Hollywood. During his leave of absence Mr. Gaunt will complete direction of 65 KNBH *Cyclone Malone* films at Consolidated Films Inc., Hollywood.

**WILLIAM SLATTER** appointed program director WNAT Natchez, Miss. **Mrs. B. C. BARKSDALE** appointed office manager, replacing **Mrs. M. ELLIS.**

**DONN WINTHER,** WCAU Philadelphia, to WTEL same city, as disc jockey replacing **BILL GEHLERT.**

**PHIL PATTON** named executive producer *Super Circus,* on ABC-TV from Chicago. Was executive producer for TV at network's Central Division.

**FRAN HAMEL** appointed program director WREB Holyoke, Mass., succeeding **JOHN DeMARCO,** called into Army. **GERRY LOUGHMAN,** staff announcer, called into Air Force. **SY LEVY,** disc jockey, appointed musical director. **LARRY THERRIEN** to WREB staff.

**WILLIAM ELLWELL,** manager of program operations WCBS New York, appointed production director WDSU New Orleans. He will be in charge of all radio production for station and will be responsible for creation of new production techniques in station's programming.

Mr. Ellwell

**LYMAN CLARDY,** staff director WCBS, appointed manager of operations succeeding Mr. Elwell. Mr. Clardy, will be replaced by **REX COSTON,** assistant supervisor in CBS network operations. **Mrs. WILLIAM ELLWELL,** WCBS sales service manager, will be replaced by **MICHAEL CAMPBELL,** CBS Co-op Div.

**TOM JACOBSON** to KFWB Los Angeles as staff announcer.

**ETHEL GREY,** women's director WMTW Portland, to WSBA New York.

**PEGGY MILTON** to traffic department WMAZ Macon, Ga., replacing **JANE McPHERSON,** resigned.

## *News* • • •

**BILL WELSH,** radio and TV sportscaster, signed by KTTV (TV) Los Angeles, to year's exclusive contract for sports and special events in addition to other assignments. Duties will include announcing wrestling matches from Hollywood Legion Stadium starting today (Monday); Hollywood Stars baseball games starting April 4, and as m.c. of several programs.

**EDWARD P. MORGAN,** veteran foreign correspondent and reporter, to CBS news staff, N. Y.

**FRED SHEEHAN,** news and special features department WENR Chicago, to news staff ABC New York.

**CARL RANDALL,** news staff KCBS San Francisco, to CBS Hollywood news department. He replaces **PATRICK O'REILLY,** resigned.

**GUS MANCUSO,** former National League catcher, signed by KATL Houston to broadcast baseball games of Houston Buffaloes.

**TOM CARSON,** announcer WJW Cleveland, appointed sports director, succeeding **JIM GRANER,** who has been recalled to active duty with Army.

**WILLIAM TROPEY** named news director WOCB West Yarmouth, Cape Cod, Mass.

**BASEBALL**
**SOUND EFFECT RECORDS**
5 D/F SPEEDY-Q DISCS COVER ALL REQUIREMENTS
**$10.** or $2. ea.
*Order C.O.D. Today While Supply Lasts*
**Charles Michelson, Inc.**
23 WEST 47th ST., N. Y. 19 PL 7-0695

**DEAN Carl W. Ackerman, Columbia U. School of Journalism, looks over one of the 9x12 pages produced every 3 1/3 minutes by the facsimile receiver at the university** [BROADCASTING • TELECASTING, **March 26**]. **The Facsimile machine is a General Electric product.**

# NLRB RULINGS

## WCAU-TV, KWIN Affected

DECISIONS involving WCAU Inc., licensee of WCAU-AM-FM-TV Philadelphia, and Rogue Valley Broadcasting Co. Inc., licensee of KWIN Ashland, Ore., were handed down by the National Labor Relations Board late last week.

On the basis of petitions filed by the American Federation of Radio Artists (AFL), the board ordered separate elections to determine the bargaining representative for two units at WCAU-TV—one comprising directors and employes in the film, script and production departments, the other composed of announcers and special artists. The station contends certain employes should be excluded on the ground their duties are supervisory or are centered primarily in radio rather than television.

Under the NLRB decision, producers, directors and heads of art, film, photographic and production facilities would be excluded from the first group, while assistant directors and employes of those departments are designated parts of the unit. All staff and special program announcers, as well as special artists (actors, singers, etc.) who appear before WCAU-TV cameras, save two director - announcers and a program-director announcer, were placed within the second group.

In the case of KWIN, the board adopted the preliminary findings of Trial Examiner Frederic B. Parkes II and ordered the licensee to "cease and desist from discouraging membership" in IBEW Local 49. KWIN was requested to reinstate Ralph Click, described as chief engineer, and offer him remuneration for any loss of pay. KWIN had claimed that Mr. Click was a supervisor and that his discharge had not violated the National Labor Relations Act. Mr. Click was dismissed Sept. 2, 1949. Union's complaint was filed June 6, 1950.

# 1909 George M. Burbach Jr. 1951

FUNERAL services for George M. Burbach Jr., 41, widely known radio and TV executive, were held last Wednesday at the Lupton Funeral Parlor, St. Louis.

Mr. Burbach died suddenly on March 24 at the home of his wife's family in West Hartford. Death was attributed to coronary thrombosis.

**Mr. Burbach**

Mr. Burbach was the only son of George M. Burbach, general manager of KSD-AM-TV St. Louis and the *St. Louis Post-Dispatch*.

He had been assistant to the vice president in charge of radio and television, Federal Advertising Agency, New York, until very recently and previously had served as business manager of the radio department at McCann - Erickson, New York, for three years. A member of the sales department of NBC for 10 years, he entered radio as a member of the staff of KSD.

### Planned Defense Work

At the time of his death, he was serving as guest lecturer for the Television Workshop, New York, and Fordham U., while completing plans to enter radio defense work with the government.

Mr. Burbach was the first editor of BROADCASTING • TELECASTING YEARBOOK, when it was inaugurated in 1935.

He was born in St. Louis and graduated from the U. of Missouri.

Surviving are his widow, Mrs. Natalie Clemens Burbach, and his father and mother, Mr. and Mrs. George M. Burbach of St. Louis.

# On All Accounts

*(Continued from page 10)*

of Indiana extension division.

After an educational but depressing period with the Dept. of Public Welfare in Lake County, Ind., she began commuting to Chicago and Mitchell-Faust as timebuyer and assistant to the vice president in charge of radio.

Mrs. Poloson and her husband have just passed their one-year hurdle as co-owners of a retail furniture store in Chicago Heights, a southwestern Chicago suburb 20 miles from their home. Although she has no active part in the operation, she pointedly checks the black and red figure columns each weekend.

Travel devotees, Mr. and Mrs. Poloson take off in their car about twice a month, choosing only the general direction in which they will drive. In this successfully haphazard manner, the Polosons have covered most of the East and Midwest, and this summer will concentrate on the West and California.

## March 23 Decisions . . .

BY THE COMMISSION

**Oral Arguments Scheduled**

Scheduled oral arguments for April 27 in following proceedings:

**WWST Wooster, Ohio:** initial decision released Nov. 22, 1950.

**KSET El Paso, Tex.:** initial decision released Dec. 5, 1950.

Revocation of license of KFTM Fort Morgan, Col.: initial decision released Jan. 24.

**KFGT Fremont, Neb.:** initial decision released Dec. 27, 1950.

**KCLO Leavenworth, Kan.:** initial decision released Jan. 29.

Scheduled oral arguments for May 4 in following proceedings:

**WKNX Saginaw, Mich. and WKMH Jackson, Mich.:** initial decision released Jan. 16.

**KGBS Harlingen, Tex.:** initial decision released Nov. 21, 1950.

**Lakeland Bcstg. Corp. and John R. Tomek, Wausau, Wis.:** initial decision released Dec. 15, 1950.

## March 26 Applications . . .

ACCEPTED FOR FILING

**Modification of CP**

**WGAF Valdosta Bcstg. Co.**—Mod. CP new AM station for extension of completion date.

**WCAP Lowell, Mass.**—Same.

**KACE Dallas, Tex.**—Same.

**WSTK Mt. Jackson, Va.**—Mod. CP new AM station for approval ant, and change trans. and main studio location to Fairground Road and State Highway 42, Woodstock, Va.

**WTTV Bloomington, Ind.**—Mod. CP new TV station for extension of completion date.

**WDSU-FM New Orleans**—Mod. CP new FM station to change ERP from 156 kw to 17.5 kw etc.

**AM—1250 kc**

**Central Ohio Bcstg. Co., Near Galion, Ohio**—CP new AM station on 1250 kc 1 kw unl. DA-D-N AMENDED to change to 1250 kc 1 kw-D 500 w-N and change DA.

**License for CP**

**WWBZ Vineland, N. J.**—License for CP to change hours operation and install DA-N.

**WKYC Paducah, Ky.**—License for CP for changes in FM station.

**WEVC Evansville, Ind.**—License for CP new non-commercial FM station.

**License Renewal**

Following stations request renewal of license: KXRX San Jose, Calif.; WHOO Orlando, Fla.; WBYS Canton, Ill.; WLDS Jacksonville, Ill.; WITZ Jasper, Ind.; KGAR Garden City, Kan.; WGAY Silver Spring, Md.; WBMS Boston; KRMO Monett, Mo.; WKAP Allentown, Pa.; WBUX Doylestown, Pa.; WMAR Norristown, Pa.; WHIN Gallatin, Tenn.; WAUK Waukesha, Wis.; WPKY Princeton, Ky.; WJMR New Orleans; WSID Essex, Md.; WBET Brocton, Mass.; WPEP Taunton, Mass.; WPAG Ann Arbor, Mich.; WLIB New York; WATH Athens, Ohio; WJMJ Philadelphia, Pa.; WVSC Somerset, Pa.; WFGN Gaffney, S. C.; KCUL Fort Worth, Tex.; WJMW Athens, Ala.; WBNL Boonville, Ind.; WZIP Covington, Ky.; WHAM Rochester, N. Y.; WCKY Cincinnati, Ohio (aux.); KBKI Alice, Tex.; WLIP Kenosha, Wis.

APPLICATIONS RETURNED

**License for CP**

**WEVD New York**—RETURNED application for license for CP to change vertical ant. and mount FM ant. on top.

**License Renewal**

RETURNED applications of following stations for renewal of license: KJFJ Webster City, Iowa; WIBR Baton Rouge, La.; WBUT Butler, Pa.

**APPLICATION DISMISSED**

**WGAF Valdosta, Ga.**—DISMISSED application for mod. CP new AM station to change trans. location, specify studio location and change type trans.

## March 27 Decisions . . .

ACTION ON MOTIONS

**By Comr. Robert F. Jones**

**FCC General Counsel**—Granted petition for extension of time to April 23, in which to file exceptions to initial decision released in proceeding upon applications for transfer of control and renewal of license of WSNY Schenectady, N. Y.

**WOCB West Yarmouth, Mass.**—Granted petition requesting dismissal of "petition for reconsideration and rehearing, or other appropriate relief," filed on Jul. 28, 1949, directed against grant of application of Bay State Bcstg. Co., New Bedford, Mass.

**By Examiner Leo Resnick**

**WNDB Daytona Beach, Fla.**—Granted petition for continuance of hearing upon application, from April 9, to Jun. 25, in Washington.

**Hawthorne Bcstg. Co., St. Louis, Mo.**—Granted petition requesting that order be issued authorizing taking of depositions of number of persons residing at or near St. Louis, Mo., with respect to need for programming in interests of colored population of St. Louis, type of programs which should be presented, and willingness of witnesses to cooperate in presentation of public service programs, said depositions to be taken in proceeding upon Hawthorne application and that of Hirsch Communication Engineering Corp., Sparta, Ill.

**By Examiner Fanney N. Litvin**

**FCC General Counsel**—Granted petition requesting extension of time from March 28, to May 14, within which to file proposed findings of fact in proceeding re petitions of WHDH Boston and KOA Denver, Col. and in re application of WXKW Albany, N. Y. for mod. CP.

**By Examiner H. B. Hutchison**

**Marshall Formby, Spur, Tex.**—Granted petition for continuance of hearing in proceeding upon application from Mar. 28 to May 31 in Washington.

BY THE SECRETARY

**WBSM New Bedford, Mass.**—Granted license for new AM station and specify studio location (1230 kc 100 w unl.).

**WEEI Boston, Mass.**—Granted license for installation of new trans. Granted license covering use of old main trans. at present location of main trans. for aux. purposes.

**KWKH-FM Shreveport, La.**—Granted license for new FM station Ch. 233 (94.5 mc) 13.5 kw ant. 390 ft.

**WMMI Meridian, Miss.**—Granted license for new noncommercial educational FM station 88.1 mc 10 w.

**KEPO El Paso, Tex. and KWFT-AM-FM Wichita Falls, Tex.**—Granted mod. license to change name to Rowley-Brown Bcstg. Co. from KWFT Inc.

**KOMW Inc., Omak, Wash.**—Granted CP new remote pickup KA-8535.

**The Tower Realty Co., Cumberland, Md.**—Granted CP new remote pickups KGB-607, KA-8534.

**KOCP Walnut Ridge, Ark.**—Granted mod. CP for approval of ant., trans. and main studio locations.

**WSIX Bcstg. Station, Nashville, Tenn.**—Granted lic. for new remote pickup KA-7827.

**Agriculture Bcstg. Co., Chicago, Ill. and Area, Chicago, Illinois**—Granted CP's and lic. for new remote pickups KA-8522, KA-8524.

**NBC Inc., Chicago**—Granted CP for new AM STL station KSC-21.

**Aroostook Bcstg. Corp., Presque Isle, Maine**—Granted CP for new remote pickup KA-8526.

**WFPL Louisville, Kentucky**—Granted mod. CP for changes in existing noncommercial educational FM station to make changes in transmission line.

Following were granted mod. CP's for extension of completion dates as shown: KEPH Ephraim, Utah to 6-19-51; KJSK Columbus, Neb. to 5-19-51; cond.; WDSU-FM New Orleans to 6-28-51; WAYS-FM Charlotte, N. C. to 6-30-51; WBCA Schenectady, N. Y. to 6-15-51; WPRA Mayaguez, P.R. to 4-18-51, cond. KSDS San Diego, Calif. to 9-15-51; KGMO Cape Girardeau, Mo. to 6-14-51; WWVA-FM Wheeling, W. Va. to 9-21-51; KDYL-TV Salt Lake City to 7-1-51; KWBW Hutchinson, Kan. to 9-1-51; WRFD Worthington, Ohio to 10-3-51.

**WBOK New Orleans**—Granted lic. new AM station; Cond. (800 kc 1 kw DA).

**WJR Detroit, Michigan**—Granted lic. for installation of old main trans. as an aux. trans. at present location. Granted lic. for installation of new main trans.

**KMTV Omaha, Neb.**—Granted lic. for new TV station.

**WDBO-FM Orlando, Fla.**—Granted lic. new FM station; 92.3 mcs; Ch. 222 (97.3 mc) 34 kw ant. 340 ft.

**WMCR Kalamazoo, Mich.**—Granted CP to replace CP new noncommercial educational FM station which expired 1-24-51.

**WBAL-TV Baltimore, Md.**—Granted CP to install aux. transmitters at main trans. site to operate on Ch. 11 (198-204 mc), ERP 2.7 kw vis. 1.3 kw aur.

**WBBZ Ponca City, Okla.**—Granted CP to change trans. and main studio locations outside city limits of Ponca City.

**WSBA York, Pa.**—Granted CP to install new trans. at present location of main trans. on 910 kc 250 w DA for aux. purposes only.

**KRVN Lexington, Neb.**—Granted lic. new AM station and specify main studio location (1010 kc 25 kw D DA.).

**KVAS Astoria, Ore.**—Granted lic. for change in frequency and hours operation (1230 kc 250 w unl.).

**American Colonial Bcstg. Corp., San Juan, P. R. and Arecibo, P. R.**—Granted licenses new remote pickups WWA-264, WWA-200.

**City of Dallas, Dallas, Tex.**—Granted licenses new remote pickups KA-8429, KA-8430, KKE-784.

**Granite District Radio Bcstg. Co., Salt Lake City, Utah**—Granted lic. new remote pickup KA-6291.

**KVLC-FM Little Rock, Ark.**—Granted lic. new FM station Ch. 240 (95.9 mc) 390 w ant. 120 ft.

**Aroostook Bcstg. Corp., Presque Isle, Me.**—Granted CP new remote pickup KA-8515.

**General Electric Co. (KE2XHX), Near Syracuse, New York**—Granted mod. CP to install an additional trans. with peak power of 5 kw employing additional frequencies within 480-890 mc band and A5 or A3 emissions; cond.; commencement and completion dates to be 60 days from date of grant and 180 days thereafter, respectively.

**All Oklahoma Bcstg. Co. (KA-7603), Tulsa, Okla.**—Granted mod. CP to change frequencies to 26.11, 26.45 mc.

**WPRC Lincoln, Ill.**—Granted mod. CP to change type trans.; cond.

**WSGN-FM Birmingham, Ala.**—Granted mod. CP for extension of completion date to 6-15-51; cond.

**WMCA Inc. (KA-7278), New York, N. Y.**—Granted mod. CP for extension of completion date to 9-21-51.

**Sarkes Tarzian Inc., Van Beuren Twp., Ind.**—Granted lic. new TV intercity relay KSB-79.

**WMOX-FM Meridian, Miss.**—Granted lic. new FM station; Ch. 253 (98.5 mc) 3.4 kw ant. 150 ft.

**KWBB Wichita, Kan.**—Granted mod.

# FCC actions

MARCH 23 TO MARCH 29

**CP-construction permit** — **ant.-antenna** — **cond.-conditional**
**DA-directional antenna** — **D-day** — **LS-local sunset**
**ERP-effective radiated power** — **N-night** — **mod.-modification**
**STL-studio-transmitter link** — **aur.-aural** — **trans.-transmitter**
**synch. amp.-synchronous amplifier** — **vis.-visual** — **unl.-unlimited hours**
**STA-special temporary authorization** — **CG-conditional grant**

*Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.*


NEARLY 30 YEARS
MANUFACTURERS OF FINE BROADCASTING EQUIPMENT
Gates
RADIO COMPANY
QUINCY, ILLINOIS
Phone 8202
WASHINGTON, D.C. (Kenner Bldg.) — HOUSTON, TEXAS (2706 Polk Ave.)

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
"A reliable service for over 18 years"
For immediate service phone
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

KARK
Little Rock, Ark.
USES Magnecorder
PROFESSIONAL TAPE RECORDERS

PT63-A shown has 3 separate heads—monitors from the tape. Unit construction permits portable or rack mount operation.
Write MAGNECORD, Inc.
360 N. Michigan Ave., Chicago 1, Illinois
FIRST CHOICE OF ENGINEERS

# CONSULTING RADIO ENGINEERS

**JANSKY & BAILEY**
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
*Member AFCCE*

**McNARY & WRATHALL**
*RADIO ENGINEERS*
906 National Press Building
Washington 4, D. C. DIstrict 1205
Aptos, California Aptos 5532
*Member AFCCE*

*A 43-year background*
*—Established 1926—*
**PAUL GODLEY CO.**
Upper Montclair, N. J.
MOntclair 3-3000
Laboratories Great Notch, N. J.

**GEORGE C. DAVIS**
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
*Member AFCCE*

**Commercial Radio Equip. Co.**
*Everett L. Dillard, Gen. Mgr.*
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.

**A. D. RING & CO.**
*26 Years' Experience in Radio Engineering*
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
*Member AFCCE*

There is no substitute for experience
**GLENN D. GILLETT**
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
*Member AFCCE*

**GAUTNEY & RAY**
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

**Craven, Lohnes & Culver**
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
*Member AFCCE*

**McIntosh & Inglis**
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
*Member AFCCE*

**RUSSELL P. MAY**
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
*Member AFCCE*

**WELDON & CARR**
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
1728 Wood St. 4742 W. Ruffner
*Member AFCCE*

**E. C. PAGE**
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
*Member AFCCE*

**MILLARD M. GARRISON**
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
*Member AFCCE*

**KEAR & KENNEDY**
1302 18TH ST., N. W. HUDSON 9000
WASHINGTON 6, D. C.
*Member AFCCE*

**A. EARL CULLUM, JR.**
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

**WILLIAM L. FOSS, Inc.**
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

**JOHN CREUTZ**
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
*Member AFCCE*

**GUY C. HUTCHESON**
1100 W. ABRAM ST. AR 4-8721
ARLINGTON, TEXAS

**SILLIMAN & BARCLAY**
1011 New Hampshire Ave.
Republic 6646
Washington, D. C.

**LYNNE C. SMEBY**
"Registered Professional Engineer"
820 13th St., N. W. EX. 8073
Washington 5, D. C.

**GEORGE P. ADAIR**
*Radio Engineering Consultant*
EXecutive 5851 1833 M STREET, N. W.
EXecutive 1230 WASHINGTON 6, D. C.

**WALTER F. KEAN**
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road — Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

**ADLER ENGINEERING CO.**
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
1 Le Fevre Lane, New Rochelle, N. Y.
New Rochelle 6-1620

*A. R. Bitter*
CONSULTING RADIO ENGINEER
1700 Wayne St.
TOLEDO 9, OHIO
Telephone—Kingswood 7631

Philip Merryman & Associates
- 114 State Street
- Bridgeport 3, Conn.
- Bridgeport 5-4144

RADIO CONSULTANTS

*Member AFCCE*

CP to change type trans., main studio location etc.; cond.

**KWPC-FM Muscatine, Iowa**—Granted mod. CP for extension of completion date to 8-1-51.

**WNAC-FM Boston, Mass.**—Same to 5-1-51.

**KSRT Beverly Hills, Calif.**—Same to 6-12-51.

### FCC CORRECTIONS

In March 20 Decisions [FCC Actions, Mar. 26] the item relating to KPHO-TV is corrected to read:

**KPHO-TV Phoenix, Ariz.**—Granted lic. new TV station and to change studio location. (Previous action inadvertently showed also a change of transmitter location.)

In March 20 Decisions [FCC Actions, Mar. 26] the item relating to Central Ohio Broadcasting Co., Galion, Ohio; is corrected to read:

**Central Ohio Bcstg. Co., Galion, Ohio**—Granted petition insofar as it requests leave to amend application so as to reduce power at night from 1 kw to 500 w and to revise DA; dismissed insofar as it requests that WDOK and WTMA be severed from this proceeding.

## March 27 Applications . . .

### ACCEPTED FOR FILING

**AM—1470 kc**

**WLAM Lewiston, Me.**—CP to install new aux. trans. on 1470 kc 250 w DA for aux. purposes only.

**AM—1060 kc**

**KAUS Austin, Minn.**—CP to change from 1480 kc 1 kw DA-D-N to 1090 kc 10 kw DA-N etc. AMENDED to change from 1090 kc to 1060 kc 1 kw, change DA etc.

**Modification of CP**

Following stations request mod. CP for extension of completion date: KJCF Festus, Mo.; WENE Endicott, N. Y.; WPTF Raleigh, N. C.; WAFM (FM) Birmingham, Ala.; WJSW-FM Altoona, Pa.; WLAN-FM Lancaster, Pa.; WGAL-FM Lancaster, Pa.

**WAFM (FM) Birmingham, Ala.**—Mod. CP new FM station to change ERP from 515 kw to 53 kw, change type trans. and ant. system.

**License Renewal**

Following stations request renewal of license: KVLC Little Rock, Ark.; KLOK San Jose, Calif.; KTLN Denver, Col.; KDLA DeRidder, La.

### APPLICATION RETURNED

**WAKE Greenville, S. C.**—RETURNED application for voluntary acquisition of control Piedmont Bcstg. Co. Inc., licensee.

### APPLICATION DISMISSED

**WJMO Cleveland, Ohio**—DISMISSED application for CP to increase power from 1 kw to 5 kw, install new trans. and change trans. location.

## March 28 Applications . . .

### ACCEPTED FOR FILING

**License for CP**

**KOOK Billings, Mont.**—License for CP new AM station.

**WPRA Mayaguez, P. R.**—License for CP increase power, install DA-D-N and change trans. location and trans. equipment.

**KRLD-TV Dallas, Tex.**—License for CP new TV station.

**Modification of CP**

**WKZO-TV Kalamazoo, Mich.**—Mod. CP new TV station for extension of completion date to 10-24-51.

**KOB-TV Albuquerque, N. M.**—Same to 7-1-51.

**License Renewal**

Following stations request renewal of license: KLMO Longmont, Col.; WPLA

*(Continued on page 91)*

# CLASSIFIED ADVERTISEMENTS

*Payable in advance. Checks and money orders only.*

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

## Help Wanted

### *Managerial*

**Texas ABC station** desires aggressive commercial manager. Box 158J, BROADCASTING.

**Experienced man** as manager-salesman, to assume full charge western Pennsylvania radio station in city of 30,000, Pittsburgh area. Finest and most modern equipment. Excellent opportunity to qualified person. Box 165J, BROADCASTING.

**Manager wanted** for opening in small northeast market. 1000 day. Send complete history on managerial record. Sales a major requirement. State past radio connections. References required. This job requires full all-round radio experience. Remuneration worth effort needed to make successful operation. Box 199J, BROADCASTING.

**Experienced man** as manager-salesman, to assume full charge western Pennsylvania radio station in city of 30,000, Pittsburgh area. Finest and most modern equipment. Excellent opportunity to qualified person. Box 275J, BROADCASTING.

**Assistant commercial manager.** One of radio's most successful commercial managers expects to retire within the next few years. He is looking for an assistant whom he can train to succeed him. To be considered, you must have a successful background of at least five years of radio selling in a competitive major market, executive ability, highest character references, the desire for permanency and the willingness to work. An outstanding opportunity awaits an outstanding man. In reply, give full particulars about your past experience, salaries and all other pertinent information. All replies will be held in confidence. Box 285J, BROADCASTING.

**Manager wanted:** Experienced man strong in sales and organization to assume full charge of 250 watt Carolina station in a city of 70,000. Excellent pay to right man. Send experience, reference and photo with application. Box 285J, BROADCASTING.

### *Salesmen*

**Salesman wanted**—Basic ABC station in market over one million. Generous commission. Must be successful radio salesman. Reply Box 201J, BROADCASTING.

**Salesman** with commercial management potential interested locating in Chicago region. Send information, your accomplishments as preliminary to interview. Box 229J, BROADCASTING.

**Salesman:** Excellent opportunity for the right man or woman with sales experience for one of New England's major markets. Salary, commission and expense account. Write Box 234J, BROADCASTING.

**Wanted:** Experienced radio salesmen with proven productivity in one call special feature selling. Capable of earning ten to fifteen thousand per year. Box 248J, BROADCASTING.

**Wanted**—Salesman for metropolitan market of 200,000. Fulltime CBS affiliate in northeast area. Salary and commission. State sales record and past radio experience, references. Opportunity unlimited. Box 274J, BROADCASTING.

**Sales-promotion.** Experienced in all phases of radio audience building, station promotion, advertising, with ability to build local programs that can be sold and will produce for the sponsor. Advise previous experience, salaries, references and salary expected and give your success story in detail. Salary commensurate with ability. 5 kw network station in metropolitan area. Box 284J, BROADCASTING.

**New England** station wants hard working dependable man. Good proposition for right party. Box 292J, BROADCASTING.

## Help Wanted (Cont'd)

**Salesman-announcer,** 1000 watt independent. Expenses, good draw and 15%. No drifters wanted. WIVY, Jacksonville, Florida.

**NBC outlet** wants good man for permanent job. Send full details, recent picture, salary requirements first letter. Manager, WTBO, Cumberland, Maryland.

### *Announcers*

**Progressive** southwestern kilowatt has immediate opening for combination man, emphasis on announcing. Good salary, and opportunity for right man. Send audition, qualifications and snapshot to Box 23J, BROADCASTING.

**If you're a good announcer with first class ticket, you're worth seventy-five** starting salary to an up-and-coming Pennsylvania independent. Give experience, full details and disc in first reply. Box 90J, BROADCASTING.

**Experienced announcer,** central Illinois, 250 watter. Give full details, experience and salary required. Box 135J, BROADCASTING.

**Wanted:** Announcer with 1st class license must not be drifter. South network station. Pay $75.00, 44 hours. Man with auto desired, not necessary however. Box 163J, BROADCASTING.

**Excellent opening** on established station for trained announcer. Large south central market. Top salary scale for those who can qualify. Successful background at good station needed. Send personal and business references, photo, announcement and disc jockey samples. Reply confidential. Box 198J, BROADCASTING.

**Wanted:** Announcer-morning DJ. Experienced man, strong on record show and news. Good starting salary, graduated pay scale, talent. Send disc, experience, photo and salary expected to Box 202J. BROADCASTING.

**Announcer** for Gulf Coast area, with first class license. Send disc, photo, references first letter.. Box 216J, BROADCASTING.

**Combination** announcer-first class engineer. Emphasis on announcing. Must be total abstainer and Christian of clean habits. Start $62.40, 48 hour week. AM-FM station in Georgia. Send all details first letter. Box 235J, BROADCASTING.

**Eastern** major market indie wants staff announcer able to handle personality disc show. No talent, but top starting salary and progressive raises. Must know board and have minimum 3 years experience. If you are a business man making a profession out of radio, this is the opportunity you want! Send full details, photo, references, audition disc. Box 250J, BROADCASTING.

**Good money** to start, unlimited opportunity for advancement is waiting at central Pennsylvania top network station for announcer with substantial staff and play-by-play experience. Only mature, conscientious, draft exempt persons need apply. Complete data, salary desired first letter. Box 254J, BROADCASTING.

**Combination men.** New Michigan fulltime station opening May needs two combos to complete staff. Good pay, good hours, young staff. Personal details and photo. No discs, tapes till requested. Box 263J, BROADCASTING.

**Immediate opening** for good announcer with first class license. Salary dependent upon ability. KALT, Atlanta, Texas.

**Immediate opening.** Combination announcer with first class ticket. 35 hours a week. $60.00. Best working conditions. Prefer experienced man. Please send disc. KBOA, Kennett, Missouri.

## Help Wanted (Cont'd)

**Experienced announcer,** by livewire indie. Must have good voice and flexible style. Send letter, picture and audition to KMAN, Manhattan, Kansas immediately.

**Continued** prosperity merits staff enlargement. Want experienced announcer join staff, six other announcers, best small market operation southwest. Forty hour six day week, $260 plus monthly. Qualified personable young man with ability, service accounts and sell can name his salary increases. Send details and audition disc, Manager, KTFY, Brownfield, Texas.

**Rush** disc, photo and particulars to KVOC, Casper, Wyoming, if you desire position as combination announcer and engineer. Job now open. Will consider inexperienced man. Must have first class ticket.

**Opening** for two announcers. Salary open subject to qualifications. Experience as chief announcer, program director, salesman, or possessor first class ticket helpful. Established small town fulltime network affiliate. KXAR, Hope, Arkansas.

**Wanted**—Experienced combination man for early morning. Voice paramount. Seventy dollars for forty hour week. ABC station. Send platter, picture, background. KYJC, Medford, Oregon.

**Announcer, single.** Send audition disc, photo, details. WAND, Canton, Ohio.

**Progressive independent** has opening for announcer with ticket. Commercial voice with emphasis on deejay. Excellent hours, pay and conditions. Modern station, chance for advancement. Sales if desired on commission. Write, phone WBIP, Booneville, Mississippi.

**Announcers,** news editor duties about fifty-fifty for small station developing news room. Reasonable salary. Good living conditions. WBUY, Lexington, N. C.

**Sports announcer.** Adept at play-by-play. Handle regular nightly sponsored sportscast plus some staff work. Good base plus talent. Apply in writing only, giving full background and experience. J. D. Swan, Manager, WCAX, Burlington, Vermont.

**Immediate opening** for good announcer, send disc and complete information first letter. WDBL, Springfield, Tennessee.

**Wanted:** Announcer-engineer, emphasis on announcing. Experience desired but not necessary. Rush disc, full particulars in 1st letter. WDEC, Americus, Georgia.

**Southern** 1000 watter wants staff, play-by-play man immediately. Send disc, photo, references. Berney Burleson, WETB, Johnson City, Tennessee.

**Needed** by southwestern New York independent. Experienced announcer who can do a good morning show. Send all details first letter, including disc or tape. No one with less than a year experience need apply. WFCB, Dunkirk, N. Y.

**Announcers** (2) ambitious, energetic, single men. Can become station managers in two years. Starting salary $50. Airmail photo and details to WIAM, Williamston, N. C.

**Immediate opening** for good announcer with first class license. Salary dependent upon ability. WJOC, Jamestown, New York.

**Announcer-engineer,** you can earn $5.00 to $10.00 per week more with us if you have first phone and some announcing ability. Excellent working and living conditions. WKUL, Cullman, Alabama.

**Immediately** — Combination man for network station. State experience and salary requirements first letter. WMLT, Dublin, Georgia.

## Help Wanted (Cont'd)

**Good,** solid commercial announcer, preferably with independent station experience. Permanent position for capable man. Send disc, photo, details to John Fahnline, Jr., WPIC, Sharon, Pa.

**Announcer-engineer.** State qualifications and minimum starting salary first reply. ABC affiliate. Immediate opening. WRLD, West Point, Ga.

### *Technical*

**Experienced** engineer-announcer with car for station near Chicago. Send disc, personal record, salary requirement. Box 228J, BROADCASTING.

**Engineer:** Chief with construction experience to install 1000 watter in New York state. Send complete resume of age, experience, martial and draft status, references, salary requirement. Car needed. Box 230J, BROADCASTING.

**Eastern New York station** wants experienced, licensed, engineer-announcer. Five day, 40 hour week, excellent salary, for man with right qualifications. Box 267J, BROADCASTING.

**Technician wanted** for Virginia network station. No announcing required, no previous experience necessary. First class license. Box 271J, BROADCASTING.

**Combination** engineer-announcer for 250 watt MBS outlet. Salary dependent on ability. Single vet preferred. Write KLIZ, Brainerd, Minnesota.

**Transmitter engineer** familiar with tape recorders and remote installations. Car necessary. Contact Ed Cooney, KOPR, Butte, Montana.

**Engineer** with announcing capabilities not necessarily experienced, needed immediately by CBS affiliate. Contact Jim Duncan at KSIL, Silver City, N. M.

**Chief engineer** and transmitter operator. State salary, experience, references first letter either job. WASA, Havre de Grace, Maryland.

**Wanted** by May First. First class engineer or engineer-announcer. Prefer experienced maintenance man. Reasonable salary. Good living conditions. Reply WBUY, Lexington, N. C.

**Two** transmitter engineers. Car and experience not necessary. 250 watt Mutual fulltimer. WEKR, Fayetteville, Tennessee.

**Immediate opening** for transmitter operator with first class license. No experience necessary, contact Allen B. Jones, WGNI, Wilmington, N. C.

**Immediate opening chief** engineer-announcer, $75.00. Apartment available. WPUV, Pulaski, Virginia.

**Transmitter engineer,** no announcing. No experience necessary. Transmitter within walking distance of town. WREL, Lexington, Virginia.

**Studio engineer wanted,** License desirable but not essential. Contact Victor Voss, Radio Station WWCA, Gary, Indiana.

### *Production-Programming, others*

**New Pennsylvania independent** needs girl for continuity and air work. State experience and full details first reply. Good salary. Box 91J, BROADCASTING.

**Copywriter-women's editor.** Topnotch NBC eastern station in pleasant, nice size community. Send complete details, sample of work, voice recording, availability. Box 138J, BROADCASTING.

**Wanted:** Experienced and aggressive news director-newscaster for regional station in northeast. Must organize and direct department in addition to writing and air work. Two wire services supplied. Straight salary. In writing give full background. Box 178J, BROADCASTING.

**Help wanted** - female continuity writer capable of imaginative copywriting who has a good voice for women's shows. This person wants to join staff of network affiliate well established in splendid community. Give full particulars including salary requirements and when available in first letter. All replies confidential. Box 242J, BROADCASTING.

## Help Wanted (Cont'd)

**Experienced** program director, progressive middlewest five kw. If you qualify, send background, salary expected, disc and first letter. Box 276J, BROADCASTING.

**Program director,** able to take complete charge of program department in a highly rated regional station. Major market experience and ability to compete locally with network ratings, are "musts." We expect more and pay accordingly, so please don't reply unless you have an outstanding success record as program director. If you qualify, tell us all about yourself in your first letter. Confidential. Box 283J, BROADCASTING.

**Fulltime newsman** for three man news department. Emphasis on gathering, writing and airing news. Send disc, educational and professional background and minimum salary requirements. Write WBSM, New Bedford, Mass.

**Copywriter,** male or female. Desire initiative person. Send details including salary to WBUY, Lexington, N. C.

**Wanted:** One experienced copywriter for 1 kw station. Good pay, nice hours and pleasant working conditions in city of 10,000. Send background, copy samples and small photo to General Manager, WRAY, Princeton, Indiana.

**Experienced news man,** rewrite, reporting ability desirable. Top voice essential. Submit background, audition, tape or disc, photo first letter. Income commensurate with ability. All inquiries confidential. Reply 411 Board of Trade Building, Indianapolis, Indiana.

## Situations Wanted

### *Managerial*

**In eighteen months** increased gross ten times with station in 100,000 market. Ready to move up. Completely experienced all phases radio. Box 67J, BROADCASTING.

**Station sold.** Manager available for west or midwest. 19 years experience. Can produce profits. Box 88J, BROADCASTING.

**Manager,** successful small market background. Present employer references. Available April 15th. Experienced all phases with six years managerial. Good sales background. Draft exempt veteran. Excellent personal and business references. Box 224J, BROADCASTING.

**Young man,** active manager of successful 5 kw fulltime independent, previously manager-commercial manager profitable local station, desires position as manager, midwest or southwest station, with opportunity to purchase interest in station. Box 231J, BROADCASTING.

**Manager,** 10 years selling, announcing, copy. Civic minded. Have formula for getting local and regional advertising. Box 253J, BROADCASTING.

**Manager,** now general manager highly successful network station in southwestern metropolitan market. Present owner selling station. Young and aggressive. Can furnish finest references. Prefer west or southwest. Will consider midwest. All replies confidential. Box 272J, BROADCASTING.

**General or sales manager.** Brilliant sales and management record. In short time have quadrupled billing on present AM station located in highest competitive TV market in country. Outstanding record of creative selling. Wide and intimate agency and client contacts. Incentive must be big. Box 281J, BROADCASTING.

### *Salesmen*

**Salesman-sportscaster,** 5 years, large and small market, married, all sports. West, southwest. Box 227J, BROADCASTING.

**Livewire,** sales, promotion, programming man, seeks radio or TV competitive market with opportunities. Prefer western states. Box 255J, BROADCASTING.

**Salesman.** Just graduated from college but with 2½ years experience in radio time selling previous to college. Experienced independents, network affiliates and TV. Desire position in east or south with station or agency who can use and will use productive sales ideas. Am 28, vet, single, have car. Box 280J, BROADCASTING.

### *Announcers*

**Sports wanted** year-round. Experienced AA baseball, midwest basketball, football and all staff. National agency, sponsor recommendations. Veteran, 3 children, college. Draft exempt. Box 955H, BROADCASTING.

## Situations Wanted (Cont'd)

**Baseball announcer:** One of nations best. Real promoter. Not run of the mill. Available for radio-TV yearround work. Box 154J, BROADCASTING.

**Announcer,** 28, experienced, presently employed, veteran, exempt, interested television, will travel, prefer west, southwest, consider all offers, tape, photograph available. Box 170J, BROADCASTING.

**Announcer-writer.** Ten years experience regional powered stations-network, independent. Available immediately to stations within 350 miles of Chicago for $72.50. Want personal audition-interview. Perhaps at NARTB Convention. Age 32. Large family. Box 215J, BROADCASTING.

**Young announcer** hopes 2 years experience will land him upper midwest. Strong news, DJ, commercials. Independent and network affiliate background. Box 217J, BROADCASTING.

**Sports announcer** presently employed. 4 years staff, sports experience. Single. Definitely draft exempt. State salary, complete sports setup. Best references. Box 236J, BROADCASTING.

**Announcer-salesman,** some experience. College, journalism major, familiar all phases radio, strong on DJ, sports play-by-play, control board. Veteran, draft exempt. Box 240J, BROADCASTING.

**Announcer** - 2 years experience, vet, all phases, specialty on play-by-play and disc shows, can also sell. Box 244J, BROADCASTING.

**Young** experienced announcer seeking permanence with future. Midwest. Box 218J, BROADCASTING.

**Announcer,** 8 years commercial, deferred, married, newsman, special events, DJ. Presently employed at New York station. Desire permanent south, midwest or west coast location. Reply Box 219J, BROADCASTING.

**Morning disc comic.** 8 years success story. Highest Hooper in competitive market. Dependable, combination, married, exempt, employed. $100. Box 220J, BROADCASTING.

**Announcer,** capable, conscientious. Familiar all phases control board operation with light concentrated experience. Single, draft deferred and willing to travel. Disc, resume, references, available. Box 221J, BROADCASTING.

**Sportscaster-announcer.** Five and one-half years experience in play-by-play of baseball, football and basketball, news and commercials. Married, 35 years of age, veteran, reply Box 222J, BROADCASTING.

**Veteran,** willing to learn announcing bottom up. Salary with/and GI Bill okay. Finest personal references. Disc and photo. Box 121J, BROADCASTING.

**Experienced announcer** desires position with foreign American station. Now employed, best references. Consider anywhere. Complete data. Box 247J, BROADCASTING.

**Nationally known** sports broadcaster available immediately. Married, veteran, draft free. Best of references. Personal interview, audition at my expense. Box 251J, BROADCASTING.

**Draft exempt** veteran, 26, 4 years experience. Presently employed as chief announcer at metropolitan station in New York. Desires permanent position at progressive station. Box 252J, BROADCASTING.

**Announcer,** employed, young, ambitious, 4F. Would like to settle with small station in southern California. Can do news, DJ shows, and all-round general announcing. Pleasant voice and good diction. Available almost immediately if the right station replies. Disc and very excellent references. Box 257J, BROADCASTING.

**Announcer,** versatile, heavy on news and sports. Some experience, much ability. Write continuity. Operate control board, draft exempt. Box 258J, BROADCASTING.

**Announcer-emcee.** All phases, 10 years. Prefer AM-TV. State salary. Box 259J, BROADCASTING.

**Announcer-program director** 1000 watt southern independent desires locate north or east. Available immediately. Experienced news, music, Gates equipment. Married, hard worker. Former instructor speech and radio. $55.00. Box 261J, BROADCASTING.

## Situations Wanted (Cont'd)

**Must leave south,** prefer locate east or north. Experienced announcer-program director 1000 watt independent. Know news, music, Gates equipment. Ideas. Married, hard worker. Available now. $55.00. All details first letter. Box 262J, BROADCASTING.

**Experienced staff announcer.** College graduate. Radio major. Veteran. Operates board. Draft exempt. Young. Capable. Desires position in east. Box 269J, BROADCASTING.

**Experienced announcer,** presently employed, wishes to relocate, experience covers all phases, disc or tape available, married, draft exempt, own automobile. Box 273J, BROADCASTING.

**Baseball announcer.** Topflight. Experienced all sports. Veteran. Married. College grad. References. Box 278J, BROADCASTING.

**Established** sports announcer with extensive background as college football coach and professional baseball player, whose voice and commentaries have earned him highest Hooper rating, plus ready sales. Must move for family's health. Best references. Write Box 282J, BROADCASTING.

**Announcer,** experienced. Exempt. Start $60.00. Tape and details on request. Northeast area only. Box 288J, BROADCASTING.

**Announcer,** some writing background, 7½ years experience. Six on staff regional network, high commercial earnings, interested in solid, steady announcing opportunity, preferably eastern U. S. A. Disc, photo, references, complete information available. Box 289J, BROADCASTING.

**Sports play-by-play.** Three years experience, now employed. Seeks change. References, disc, photo. Veteran. Box 293J, BROADCASTING.

**Announcer:** Employed by 5000 watt CBS station. Seeking challenging offer programming-writing. Four years experience. Draft exempt, 26, family and dog. Either/or AM-TV. Prefer midwest. Employer knows of this ad. Box 297J, BROADCASTING.

**Experienced announcer,** 25, veteran, experienced, all phases. Mature voice, strong commercial. Unmarried but planning, prefer larger market. Minimum $60. Excellent references, ready to travel. College grad. 1503 N. Pennsylvania St., Apt. #13, Indianapolis, Indiana. Phone PLaza 7819.

**Disc jockey,** now free-lance NYC, seeks established station good market affiliated with capable sales staff. Four years experience, proven dependability, showsmanship and sellability, married, draft exempt, all replies answered. Address: c/o J. Conroy, 236 W. 56 St., New York 19.

**Stop right here!** Announcer-salesman-control board operator, flair for DJ, sports. Can do copy, some experience. Draft exempt, married, Montana resident. Prefer western states. Bill Lane, 47-07 39th Street, Long Island City, N. Y., STillwell 4-0988.

**Four years** as combination man (first phone). Heavy on announcing. Lots of programming, production, news. Fit in any department. Medical discharge. Tom Perryman, KSIJ, Gladewater, Texas.

**Announcer-disc jockey.** Play-by-play all sports. Three years experience metropolitan radio. Married and wish to settle down permanently. Steady worker. Available immediately. Top recommendations. Disc or tape on request. Contact Ted Work, 3100 Connecticut Aveue, N. W., Washington, D. C., Tel: HObart 6565, Ext. 127.

### *Technical*

**Phone first,** salary, hours, offer, first contact. Box 833H, BROADCASTING.

**Engineer** with first class phone, veteran, sober. Some experience remotes and 10 watt xmters-receivers (portable) can relocate. Box 189J, BROADCASTING.

**Experienced** 1st phone engineer: For radio, broadcast, experimental, radar, or what have you? N. Y. C. vicinity. Box 239J, BROADCASTING.

**Engineer-operator.** Construction experience. Prefer eastern or southeaster states. Box 249J, BROADCASTING.

**Chief engineer** with twelve years experience desires to make change. Married veteran, presently employed. Box 256J, BROADCASTING.

**Engineer,** 3 years experience. Available immediately. Box 260J, BROADCASTING.

**Engineer, married.** Fourteen years complete studio, transmitter. Full details please. Box 266J, BROADCASTING.

## Situations Wanted (Cont'd)

**1st phone operator.** Combo. Graduate Radio City school, inexperienced. Married, vet, 29 years old. Southwest preferred. Box 279J, BROADCASTING.

**Experienced engineer,** 27, single. Walter M. Dahlberg, 502 N. 21 St., Superior, Wisconsin.

**Engineer,** 1st phone, 10 years experience including 4 years 5 kw station. Age 32, draft exempt. $50 minimum. No car. No announcing. Paul Graves, 73 Court Street, Augusta, Maine.

### *Production-Programming, others*

**Announcer-writer.** College grad. Strong on sports play-by-play. Now working Copy, continuity. Want chance at radio column and station publicity. Disc, references. Vet, draft exempt, married. Box 225J, BROADCASTING.

**Radio,** newspaper, agency background. Family, 29, draft exempt, veteran. Box 164J, BROADCASTING.

**Farm:** Program director-commentator-consultant available shortly. Preference dairy mixed farming northeast. Can do weekly farm page for connected newspaper. Box 167J, BROADCASTING.

**News,** commercial and staff man available. Five years radio, one year television. Last 3½ years with same 5 kw station. Looking for some security at progressive station in large market. Box 173J, BROADCASTING.

**Professional home economist** desires position as women's director with active, established station. One year behind mike. Excellent home economics and teaching background. Thorough knowledge of radio. Prefer midwest. Best references. Disc and photo on request. Box 204J, BROADCASTING.

**News-sports director.** Available at once for station seeking experienced man who can stand up to competition, gathering, writing and announcing news and sports programs. Six months TV but back to radio for me. Background includes publicity, newspaper and wire service. No floater. College, veteran (draft exempt). References, details, disc furnished. Box 233J, BROADCASTING.

**Writer,** imaginative, drama, copy. Top television shows. Theatrical directing background. Box 238J, BROADCASTING.

**N. Y. radio-television** copywriter, employed, desires new position. 4-A experience. "blue - chip" accounts. Radio-TV production background. Midtwenties, veteran. Box 241J, BROADCASTING.

**PD available** on immediate notice. Experienced all phases broadcasting. Looking for bigger, better station. Box 243J, BROADCASTING.

**Husband and wife team** with fifteen years experience all phases station operation from management and sales to copy offering services for organizing or bolstering operation. Thoroughly capable and responsible. Job for wife not essential. Box 245J, BROADCASTING.

**In the last fifteen years** I've worked all phases of commercial radio, thought and taught radio in two first class universities, acquired administrative and executive experience, both Army and business. Am 35, married, with two children. Will move from present security to a challenging position with expanding radio or TV operation, which offers a real future. Box 264J, BROADCASTING.

Experienced farm director-announcer. Available soon. Now employed, draft exempt. Good background, references. Minimum salary $80 weekly. Midwest only. Box 265J, BROADCASTING.

**Program director-announcer-engineer.** 3 years experience with 250 and 1 kw stations. Sold time, also desire position with new station. Hard worker, dependable. Married, 26, picture, reference, disc. Box 268J, BROADCASTING.

**Sports director,** your baseball play-by-play man if you want one with proven record of fan and advertiser appeal whose every sports broadcast was sold last year. Rich, colorful voice combined with solid experience broadcasting baseball, football, basketball, boxing, wrestling as sports director at station "sports built." Box 277J, BROADCASTING.

**Leading Chicago radio school** graduate. Experienced on remotes. Veteran. Musician, will travel. Box 290J, BROADCASTING.

*(Continued on next page)*

XUM

## Situations Wanted (Cont'd)

### Television

*Salesmen*

**Account executive,** employed, experienced, seasoned salesman, desires position TV sales. Box 287J, BROADCASTING ● *TELECASTING.*

*Production-Programming, others*

**Producer-director.** Available at once for position where talents won't be wasted. Six months with leading eastern TV station. Experienced all phases TV news, sports and special events. Background includes TV, radio, film, publicity, newspapers and wire services. Willing to grow with station. Trained best TV school, college graduate, veteran (draft exempt). References and details furnished. Box 232J, BROADCASTING ● *TELECASTING.*

## For Sale

*Stations*

**Successful** 1 kw daytimer and class B FM in large eastern metropolitan market. Gross '49 and '50 over $200,000. Principals only. Box 205J, BROADCASTING.

**For sale:** 1000 watt, fulltime, AM station. Network affiliate, in industrial New England city. Box 226J, BROADCASTING.

*Equipment etc.*

**GE** 3 kw FM transmitter and General Electric monitor. Box 107J, BROADCASTING.

**Best offer** takes 3 kw Federal FM transmitter, Andrew 4 bay side mounting antenna with 280 feet 1⅝ inch cable, hangers, etc. Box 136J, BROADCASTING.

**Have** new guyed radio towers complete with #10 bare copper ground wire. Write Box 162J, BROADCASTING.

**RCA** 3 kw FM and GE 3 kw FM transmitters, two GE BM-1A station monitors, 2 bay GE antenna, reasonable. Box 166J, BROADCASTING.

**For sale:** Equipment, complete set tower lights (4) and flashing beacon Hughey-Phillips, $200.00. Gates tuning unit model 21A less meter, $100.00. Westinghouse tower flasher unit $40.00. 2-Pickering 16 inch transcription arms complete with heads, $15.00 each. Brush tape recorder model BK-401, $65.00 8 ft. rack open end, $12.00. In good condition. Contact, J. Eric Williams, Radio Station WGAT, 250 Genesee St., Utica, N. Y.

**Western Electric** 106-B 1 kw transmitter. Best offer. Box 291J, BROADCASTING.

**RCA 76B2 console.** 2 300A W. E. reproducer panels. 2 9A spare heads. 1 GE speech rack with accessory kit and 24 Jack Panel wired. Make offer, sell separate or together. Contact Chief Engineer, KCRC, Enid, Oklahoma.

## For Sale (Cont'd)

**For sale:** Approximately five hundred feet brand new 70 ohme coax seven-eighth inch copper conduit. 20 foot lengths. Best offer cash, F.O.B. Radio Station WHKP, Hendersonville, N. C.

**Bargain:** 3 year old tower, Wincharger 300, 198' high; complete flashing unit; six double guy wires, in excellent condition. A real bargain, standing. WLBE, Leesburg, Fla.

**300-ft.,** 4-leg, self supporting Blaw-Knox tower, complete with insulators and all lighting equipment. Available about May 1. In excellent condition. Good price to fast buyer. Call, write or wire Ken Given, WLBJ, Bowling Green, Kentucky.

**For sale:** One kw Western Electric transmitter, 200 foot Wincharger, tower and all necessary related equipment for studio and transmitter, including office equipment. Now in daily operation, but available April 1 because of consolidation. Also one Collins limiter and one Presto recorder. Inquire WWHG, Hornell, New York.

## Wanted to Buy

*Stations*

**Experienced manager** desires to purchase or invest in to personally manage a radio station in midwest area. Write Box 184J, BROADCASTING.

**If price is right,** am interested in purchasing radio station within 250 mile radius of Chicago. All replies confidential. Dave Edelson, Commercial Broadcasters, 188 W. Randolph St., Chicago, Illinois.

*Equipment etc.*

**Cash** for quick sale. 1-⅜" rigid coax, Andrew 451 or Communications Products 1A-625. Must be perfect shape for new FM installation. Give price amount and condition. Box 108J, BROADCASTING.

**Wanted** in good condition: General Radio 1170-A FM frequency monitor; Esterline-Angus one milliampere recording meter, preferably with Telechron motor. Box 296J, BROADCASTING.

**Wanted:** Approved kilowatt transmitter in good condition. Box 1071, Plainview, Texas.

**Will pay cash** for good used equipment for 250 watt installation. Everything from tower to studio. Gadsden Radio Company, P. O. Box 937, Gadsden, Alabama.

## Help Wanted

*Salesmen*

**PROGRAM SALESMAN**

Distinctive radio-TV programs with nationally known artists and news commentators. Account man with good agency and network contacts can earn $200 weekly minimum commission continuously. Box 270J, BROADCASTING.

## Help Wanted (Cont'd)

*Production-Programming, others*

**ADVERTISING AGENCY**

wants man with sound radio background or radio agency experience, as assistant to radio-television director. Well known Providence, R. I. agency handling important radio-television accounts. Mail complete details. REPLIES CONFIDENTIAL. Box 159J, BROADCASTING.

**REAL ABILITY WANTED**

Aggressive, growing newspaper affiliated network station seeks copywriter, male or female with ability and experience in producing selling commercial copy and operating efficient department. Also, thoroughly experienced, versatile announcer. No sports, but everything else. Real opportunities to the right people with genuine advancement potential. Send full details, photo, references, sample of work to Ridley Bell, Program Director, WGBA, Columbus, Georgia.

### Television

*Production-Programming, others*

**FILM DIRECTOR**

**National organization has need for Film Director with cutter experience. Must have experience in field of motion pictures and television. Prefer staff experience with large motion picture company, particularly in short subject field. Must be willing to travel extensively. Salary commensurate with experience.**

Box 246J, BROADCASTING

## Situations Wanted

*Managerial*

**MAIL ORDER**

Top mail order man with six years experience—own business, agency, general manager and program director high mail pull stations. Interested returning to business with agency or station. Married, veteran, draft exempt. Will travel. Available immediately. Box 295J, BROADCASTING.

*Announcers*

In a town of more than 300,000 (potential audience 1 1-2 million) **this man has been a sales sensation** as one of northeastern Ohio's most popular D.J.'s. Veteran, married, 2 children, 5 years as disc jockey. Available April 15th. Box 223J, BROADCASTING.

*Production-Programming, others*

**PROGRAM DIRECTOR**

12 years radio—refs.
College Ed.—4F

**BOX 237J, BROADCASTING**

### Television

*Salesmen*

*TV PRODUCER-SALESMAN*

with exceptional background in commercial programming and sales. Will work for TV station or agency offering best opportunities for advancement. Background—agency, program director, managership of major TV film producing company. Many years of commercial management of 50 kw AM stations. Box 294J, BROADCASTING.

## For Sale

*Stations*

**FOR SALE**

**1000 Watt Fulltime Independent New York State market over 300,000—good successful property and growing—owner wishes to retire.**

***Principals only.***

**$100,000**

**Box 32J, BROADCASTING**

## Wanted to Buy

*Equipment etc.*

WANTED—

*Old Sons of the Pioneers*
records or transcriptions

WPIC,
P. O. Box 541, Sharon, Pa.

# AD WOMEN'S MEET

## Washington Program Set

AN outstanding program was scheduled Saturday for the Eastern Conference of Women's Advertising Clubs of the Advertising Federation of America, at the Shoreham Hotel, Washington. More than 200 women ad executives from 13 states were expected to attend.

Among those listed to speak were Edward W. Barrett, Assistant Secretary of State for Public Affairs; Howard Abrams, manager, sales and promotion division, National Retail Dry Goods Assn.; Robert Albright, director educational services, Motion Picture Assn. of America, and Ed Lewis, vice president of Grant Advertising.

## IBA Elects

DANIEL C. PARK, sales manager, WIRE Indianapolis, has been elected president of the Indiana Broadcasters Assn. Other officers include Martin Leich, WGBF Evansville, AM vice president; Edward Ogburn, WCTW New Castle, FM vice president; Carl Vandergrift, WOWO Fort Wayne, secretary-treasurer; Dee Coe, WWCA Gary, assistant secretary, and Robert Enoch, WXLW Indianapolis, assistant treasurer. Members of the board of directors are Harry Bitner Jr., WFBM Indianapolis; Donald Burton, WLBC Muncie; O. E. Richardson, WASK Lafayette; C. Bruce McConnell, WISH Indianapolis, and William F. Rippetoe, WBOW Terre Haute.


**Radio Station and Newspaper**
**Appraisals**

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

**Appraisals • Negotiations • Financing**

BLACKBURN-HAMILTON COMPANY

*RADIO STATION AND NEWSPAPER BROKERS*

| WASHINGTON, D. C. | CHICAGO | SAN FRANCISCO |
|---|---|---|
| James W. Blackburn<br>Washington Bldg.<br>Sterling 4341-2 | Harold R. Murphy<br>360 N. Mich. Ave.<br>Randolph 6-4550 | Ray V. Hamilton<br>235 Montgomery St.<br>Exbrook 2-5672 |

## New Business

*(Continued from page 14)*

NBC-TV, effective May 7 for 52 weeks, with eight-week hiatus. Agency: BBDO, N. Y.

**HOUSEHOLD FINANCE Corp.,** Chicago, March 28 started 52-week sponsorship of *Edward R. Murrow* newscasts Mon., Wed., Fri., on 15 Columbia Pacific Network stations, 5-5:15 p.m. (PST). Agency: Needham, Louis & Brorby, Chicago. **PLANTER'S NUT & CHOCOLATE Co.,** Wilkes-Barre, Pa., sponsors Tues. and Thurs. broadcasts of program.

**ACOUSTICON-WYLIE Co.,** L. A. (hearing aids), April 4 starts sponsorship of *Chet Huntley and the News* on ABC Pacific Network, Wed., 5:30-5:45 p.m. (PST). Agency: Walter McCreery Inc., Beverly Hills.

**YAMI YOGURT Distributors Inc.,** Oakland, Calif. (cultured milk), March 26 started sponsorship of newscasts on Don Lee network of Fulton Lewis jr., Mon., Wed., Fri., 4-4:15 p.m. (PST), and Cecil Brown, Tues., Thurs., 8-8:15 a.m. (PST). Both contracts for 52 weeks. Agency: Hal Stebbins Inc., L. A.

**GOEBEL BREWING Co.,** Oakland, Calif., May 2 starts half-hour weekly *Jerry Colonna Show* on KECA-TV Los Angeles and May 14 on KGO-TV San Francisco by Vitapix recording. Both contracts for 13 weeks. Agency: Russell, Harris & Wood Inc., S. F. Program also being made available to other ABC-TV stations on sustaining basis, with Goebel holding option in several eastern markets. MCA produces package, budgeted at $6,000 weekly.

**GENERAL FOODS Ltd.,** Toronto (Jello), replaces on April 9 to Jan. 14, with summer hiatus, *My Favorite Husband* with *Father Knows Best* on 23 Trans-Canada network stations, Mon. 8-8:30 p.m. Agency: Baker Adv., Toronto.

## KVOO ELECTIONS
### Ordered by NLRB

A DECISION to determine whether an engineering employe at KVOO Tulsa, Okla., shall include himself within a unit designated for radio engineers and technicians was ordered last Thursday by the National Labor Relations Board. The station is licensed to Southwestern Sales Corp.

Petition for representation originally was filed by the Omaha Chapter of the National Assn. of Broadcast Engineers & Technicians (NABET), and drew dissents from KVOO in the case of five employes whom the union would represent.

NLRB ruled that, inasmuch as it is forbidden by law to include professional employes in a unit with non-professionals unless the former group so decides, separate elections should be held. John Bushnell, lone professional employe who reportedly holds a first-class engineer's license, will thus decide whether he wishes to be included with the engineers and technicians, the board ruled. Action was taken, NLRB said, because Mr. Bushnell was hired "primarily for research and not for the operating staff of the station."

## NLRB Run-off at CBS

RUN-OFF election for CBS white-collar employes in New York will be held April 18 by NLRB to determine whether Local 3, Newspaper Guild of New York, CIO, will represent the employes for collective bargaining, or whether there will be no union. An NLRB election March 7 was inconclusive and made a second election necessary [BROADCASTING • TELECASTING, March 12].


FARM STATION?

Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA


## National Nielsen Ratings* Top Radio Programs

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)

EXTRA-WEEK FEB. 11-17, 1951
EVENING, ONCE-A-WEEK

| Current Rank | Previous Rank | Program | Current Rating Homes % |
|---|---|---|---|
| 1 | 1 | Lux Radio Theatre (CBS) | 20.1 |
| 2 | 3 | Charlie McCarthy (CBS) | 16.9 |
| 3 | 2 | Jack Benny (CBS) | 16.4 |
| 4 | 5 | Amos 'n' Andy (CBS) | 16.2 |
| 5 | 4 | My Friend Irma (CBS) | 14.8 |
| 6 | 70 | Pabst Blue Ribbon Bouts (CBS) | 14.7 |
| 7 | 6 | Walter Winchell (ABC) | 14.2 |
| 8 | 13 | Fibber McGee & Molly (NBC) | 14.1 |
| 9 | 7 | Godfrey's Talent Scouts (CBS) | 14.0 |
| 10 | 9 | You Bet Your Life (NBC) | 12.9 |

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,903,000—the 1951 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Copyright 1951 by A. C. NIELSEN CO.

## EQUIPMENT STOLEN
### Carolina Stations Hit

A BAND of burglars, who in February stole equipment on night raids at two North Carolina stations, struck again last week, victimizing two other Carolina stations.

Don Voght, chief engineer, WLTC Gastonia, N. C., reported to police that early March 26 burglars made off with $3,000 worth of equipment. That same night, 31 miles away, WFGN Gaffney, S. C., was burglarized of considerable radio equipment. Curiously, a safe was left untouched.

In February, thieves stole equipment from WSAT Salisbury and WBUY-AM-FM Lexington [BROADCASTING • TELECASTING, March 5].

## DOG DAZE
### Caused by Weather Casts

A KODY North Platte, Neb., listener who signed herself "Mrs. M. E. W." has advised the station that radio is driving her dog insane.

"Dear KODY staff," she wrote, "I know it is your duty to give us the weather report. But please, I have a very nervous and sensitive dog 'Bettie.' She is scared to death of thunder and lightning. And whenever you announce that we are going to have a thunder and lightning storm she immediately goes into hiding under the foot of the bathtub . . . and won't emerge until we have had a storm and all is calm again. So could you please use some other form or way that she don't understand or wait just before we have one. Say an hour or so. So she won't have to be nervous so long before we have said storm. She is becoming a nervous wreck."

## Nellie A. Thomas

MRS. Nellie Albrecht Thomas, 70, mother of C. L. (Chet) Thomas, KXOK St. Louis general manager, has died in that city. A native of Cincinnati, Mrs. Thomas went to St. Louis in 1946. In addition to Mr. Thomas, she is survived by a daughter, Thelma, and two other sons, Harlan and Roy.

## WWBZ Now Full Time

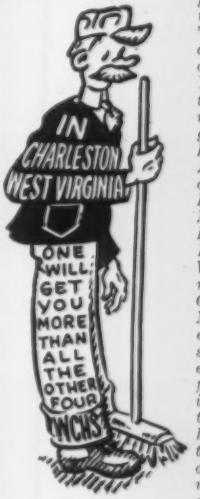
FRED M. WOOD, general manager of WWBZ Vineland, N. J., has announced that the station since March 15 has been operating full time, 6 a. m. to midnight. The station operates on 1360 kc with 1 kw, directional at night. With a new transmitter building and facilities now complete, future plans include studio remodeling, Mr. Wood added.

ACADEMY AWARDS presentation of "Oscars" on stage of Pantages Theatre, Hollywood, will be carried by ABC, March 29, 11 p.m.-12:30 a.m., and will be relayed by shortwave facilities of the Armed Forces Radio service throughout world.


*Miss Lois Winston*
*The Biow Company*
*New York City*

*Dear Lois:*

*Here I am awritin' ter you agin, but I jest couldn't pass up th' opportunity uv tellin' yuh 'bout Thursday nights on WCHS. Y'see, Lois, thet's th' night yuh've got th' FBI IN PEACE AND WAR an' th' PHILIP MORRIS PLAY-HOUSE on West Virginy's Number One Station. Now th' latest Hooper shows thet even with five stations in Charleston, WCHS has 46.3 uv th' audience on Thursday nights. That's durned near twict an' a half times as much as th' next rankin' station. Ain't thet good news, Lois? Jest tho't y'ud like ter keep thet in mind!*




*Yrs.*
*Algy*

WCHS
Charleston, W. Va.

## ZIV SPONSORS

### Auto Dealers Stand High

AUTOMOBILE and automotive dealers stand high among sponsors of two Frederic W. Ziv Co. transcribed programs — *Bold Venture*, co-starring Humphrey Bogart and Lauren Bacall, which made its debut on 427 stations a fortnight ago, and *Steamboat Jamboree*, starring Lanny Ross, released last September—according to an analysis issued last week.

Breakdowns in percentages of sponsorship for *Bold Venture* showed brewers first, with 35%; stations, 15%, second; and automobile dealers, with 10%, third. Percentages for *Steamboat Jamboree* showed automotive dealers first with 13.3%; appliance dealers, with 12.5%, second; and building supplies and construction firms, with 8.5%, third.

## Dan B. Hosmer

DAN B. HOSMER, 58, active in midwest radio from 1931 to 1943, died in a hospital at Wichita, Kans., March 19. Mr. Hosmer, a former police detective, started in radio at KFBI Wichita in 1931 and later worked at XER Lanres, N. M. (1932-1935), WLS Chicago (1936-1940) and WHO Des Mojnes (1941-1943). He is credited with originating and writing the series, *Pa and Ma Smithers*. He is survived by his widow, Neva.


Time Buyers, NOTE!

NO TV

Stations within

60 miles of

YOUNGSTOWN, O.

Ohio's 3rd

Largest Trade Area

Buy

WFMJ

The Only ABC

Station Serving

This Market

5000

All programs duplicated on

WFMJ-FM

50,000 Watts on 105.1 Meg.

WATTS

CALL

Headley-Reed Co.,

National Representatives


## VAB ANNUAL MEET

### Set May 3-4, Hot Springs

ANNUAL meeting of the Virginia Assn. of Broadcasters will be held May 3-4 at The Homestead, Hot Springs, Va., John W. Shultz, president, announced last week.

There will be a registration fee of $5 per person and members are asked to send their requests for reservations directly to The Homestead. Members also are invited to bring their wives.

## Feature of Week

*(Continued from page 12)*

las, housewives by the thousands were buying Maryland Club ("For only 2¢ or 3¢ more . . .") and receiving free double-orchid corsages for Easter wear.

All week long, leading up to Saturday, some 170 radio and TV spots were used in a saturation campaign on the observance of "Maryland Club Coffee Day" with its fashion tie-in and orchid giveaway.

Dallas grocers ran out of the 50,000 Hawaiian orchid corsages available. To accommodate thousands of disappointed would-be buyers, Maryland Club extended the one-day orchid offer to cover the following week, renewing the corsage supply.

"It was sensational," said Clay Stephenson, executive vice president of Tracy-Locke Co., Dallas, agency on the Maryland Club account.

Making their debut at the Fashion Show simulcast were Maryland Club's 21 Dallas "First Ladies of Fashion," local socialites whose good grooming coincides with a preference for Maryland Club Coffee.

During the coming year, a weekly show on KRLD-TV called *Maryland Club Presents* will be a blend of society gossip, fashion talk and the coffee *you'd* drink if you owned *all* the coffee in the world" (a Maryland Club slogan for the campaign).

A Dallas beauty, dubbed "Miss Maryland Club," participated in the AM and TV buildup for the promotional debut.

The Dallas Fashion Center, an organization of garment manufacturers, cooperated with Maryland Club for the fashion presentation.

This is the first big advertising push by Duncan Coffee for Maryland Club, long known to a limited clientele as a premium brand, originally sold only to hotels and restaurants.

Duncan Coffee Co.'s highly advertised product is Admiration Coffee.

Station executives in Dallas said the radio-TV coverage of the 11 a.m. to noon Maryland Club event was the heaviest ever given anything other than a Presidental speech or the like.

Proceeds from the show, to which tickets were sold at $1.50, went to a Dallas charity.

**EXECUTIVES** whose combined years of service total more than a century discuss future plans with Dan B. Miner (seated), president, Dan B. Miner Co., reportedly Los Angeles' oldest advertising agency, which today observes its 40th anniversary. Standing (l to r) are Isabel Moses, v. p., with agency since 1919; Marie R. Sweeney, sec.-treas., 1928; J. C. Morse, exec. v. p., 1924, and Edith Grooms, media dir., 1924.

**PREMIERE** of new CBS *Philip Morris Playhouse* drama series, Thurs. 10-10:30 p.m., brings together (l to r) Charles P. Tyler, Biow agency v.p.; Charles Martin, producer, director and host on new show; Patrick H. Gorman, Philip Morris adv. mgr.; and J. L. Van Volkenburg, v.p. chg. network sales for CBS. *Playhouse* is budgeted at about $1 million yearly.



**GATHERED** at The Caribe Hilton in San Juan, Puerto Rico are (l to r) Thomas Muniz, pres., Puerto Rican Assn. of Broadcasters; Charles A. Wall, v.p., Broadcast Music Inc.; James L. Cox, special representative for BMI, and Harwood Hull Jr., v.p., PRAB and mgr. of WAPA San Juan.

**CAMPAIGN** records for American Cancer Society are passed out by Art Harre (r), station manager, WJJD Chicago to (l to r) Dorothy Miller, educational dir., WBBM Chicago; H. Leslie Atlass Jr., prog. dir., WIND Chicago; and Francis Dixon, pub. ser. dir., WENR Chicago. Mr. Harre heads Illinois Div. of the ACS's volunteer radio committee.

# FCC roundup

*New Grants, Transfers, Changes, Applications*

## Box Score

SUMMARY TO MARCH 29

*Summary of Authorizations, Stations On the Air, Applications*

| Class | On Air | Licensed | CPs | Cond'l Grants | Appls. Pending | In Hearing |
|---|---|---|---|---|---|---|
| AM Stations | 2,239 | 2,235 | 131 | | 265 | 127 |
| FM Stations | 661 | 516 | 161 | *1 | 11 | 4 |
| TV Stations | 107 | 67 | 42 | | 397 | 171 |

* On the air.

* * *

## Docket Actions . . .

### FINAL DECISION

**Lemoyne College, Memphis, Tenn. and Ripley Bcstg. Co., Ripley, Tenn.**—Announced final decision adopting initial decision released Feb. 1, denying applications of Lemoyne College and Ripley Bcstg. Co., each requesting a new AM station on 1400 kc, 250 w, unlimited at their respective locations. Decision Mar. 22.

**WXLT Ely, Minn. and KFMA Davenport, Iowa**—Announced final decision adopting initial decision released Feb. 27 revoking license of WXLT held by Ely Bcstg. Co. and the construction permit of KFMA held by L. W. Andrews Inc. Decision March 28.

**FCC** issued a report in regard to matter of establishing a uniform policy to be followed in licensing radio stations in connection with violations by an applicant of Federal laws other than the Communications Act. Oral argument was held in this proceeding last year, Jan. 25 to April 24, 1950. Primary principles are set forth in report which FCC will use in making case-to-case determination of such applications. (See story this issue.) Decision March 29.

### INITIAL DECISIONS

**Gateway Bcstg. Co., Texarkana, Ark.**—Announced initial decision looking toward grant of application for new AM station on 790 kc, 1 kw day, 500 w night, night directional; with engineering conditions. Decison Mar. 22.

**Blanfox Radio Co. Inc., Cumberland, Ky.**—Issued initial decision looking toward granting of application for construction permit new AM station on 1490 kc, 250 w, unlimited, subject to condition that applicant take steps to satisfy all reasonable complaints rising from exceptionally strong signal from its station. Decision March 29.

### OPINIONS AND ORDERS

**KMA Shenandoah, Iowa**—By memorandum opinion and order denied petition requesting dismissal of KIOA Des Moines, Iowa application for construction permit to change transmitting equipment and operate with a two-element directional array during daytime; and further ordered KIOA to file, within 20 days, an appropriate amendment to said application in order to bring it up to date in which case, if in proper form, application shall be accepted. Order Mar. 22.

**WFBM Indianapolis, Ind.**—By memorandum opinion and order denied petition for rehearing filed by WFBM, directed against FCC decision granted application of Morrisville Bcstg. Co. to change operating assignment of WBUD Morrisville, Pa. from 1490 kc, 250 w, unlimited to 1260 kc, 1 kw, unlimited, directional, and to move main studio to Trenton, N. J. and transmitter location to the vicinity of Trenton, subject to engineering conditions. Order Mar. 22.

## FCC Actions

**Applications Cont.:**

*(Continued from page 85)*

Plant City, Fla.; KBOK Waterloo, Iowa; WADE Wadesboro, N. C.; WRIB Providence, R. I.; KTAN Sherman, Tex.; WFAX Falls Church, Va.

### APPLICATIONS RETURNED

**West Alabama Bcstg. Co., Tuscaloosa, Ala.**—RETURNED application for mod. CP new AM station for approval of ant. and change trans. and main studio locations.

**KDAN Oroville, Calif.**—RETURNED application for assignment of license. (FCC ROUNDUP, Feb. 19.)

**Birney Imes Jr., Kosciusko, Miss.**—RETURNED application for CP new AM station. (FCC ROUNDUP, Mar. 26.)

Following applications for renewal of license were RETURNED: WRFS Alexander City, Ala.; KRKL Kirkland, Wash.; WRFW Eau Claire, Wis.

## Non-Docket Actions . . .

### AM GRANTS

**KWHK Hutchinson, Kan.**—Removed from hearing and granted application for switch in facilities from 1190 kc, 1 kw, daytime to 1260 kc, 1 kw, day, 500 w, night, directional day and night; engineering conditions. Granted March 28.

### FM GRANTS

**WVSH (FM) Huntington, Ind.**—Granted modification of license for switch in facilities from Ch. 201 (88.1 mc) to Ch. 220 (91.9 mc). Granted March 28.

### TRANSFER GRANTS

**WOV New York**—Granted assignment of license to newly formed corporation of same name, Wodaam Corp. Granted March 23.

**KSMA Santa Maria, Calif.**—Granted assignment of license from John H. Poole to John I. Groom and James Hagerman, a co-partnership, for consideration of $27,500.

**WLOK-AM-FM Lima, Ohio**—Granted assignment of license of AM station and construction permit of FM from Fort Industry Co. to WLOK Inc., of which Lloyd A. Pixley is president, treasurer and director for consideration of $137,500 plus or minus certain accounts. Granted March 28.

**WJIG Tullahoma, Tenn.**—Granted assignment of license from Tri-Cities Bcstg. Co. to Raymond L. Prescott Jr. d/b as WJIG, presently 50% owner WJIG for $19,000. Granted March 28.

**WFVG Fuquay Springs, N. C.**—Granted assignment of license from Radio Station WFVG to J. M. Stephenson and B. H. Ingle Sr. d/b as Radio Station WFVG. A consideration of $16,000 is paid to retiring partner W. J. Davis. Granted March 28.

**WSAI-AM-FM Cincinnati, Ohio**—Granted consent to transfer control from Field Enterprises Inc. to Fort Industry Co. for $225,000 plus or minus certain adjustments; subject to condition that transfer not be effected until Fort Industry Co. disposes of interests in WLOK-AM-FM (See above.) Granted March 28.

**KWBE Beatrice, Neb.**—Granted consent to transfer control from John F. Thorwald to Merle G. Jones, Thomas E. Adams Jr., M. E. Dole, Marion Morton and Joe D. Goldberg for $54,545. Granted March 28.

**KEVA Shamrock, Tex.**—Granted assignment of license from Albert Cooper to new partnership of Albert Cooper, 40%, and James Daniel Abbott, 60%, d/b as Shamrock Texas Bcstg. Co. for $18,000. Granted March 28.

**WOSC Fulton, N. Y.**—Granted assignment of license from Oswego County Bcstg. Co. Inc. to Harold W. Cassill for $50,000. Granted March 28.

## New Applications . . .

### AM APPLICATIONS

**Phoenix City, Ala.** — Community Bcstg. Service Inc., 1270 kc, 1 kw, daytime; estimated construction cost $25,000. Applicant is also licensee of WAAA Winston Salem, N. C. Filed March 26.

### FM APPLICATIONS

**Wadesboro, N. C.**—Robert Phillip Lyon and Risden A. Lyon d/b as R. P. Lyon & Son, Ch. 240 (95.9 mc), 285 w, antenna 444 ft.; estimated construction cost $3800. Applicant is also licensee WADE Wadesboro. Filed March 26.

### TV APPLICATIONS

**Mobile, Ala.**—The Mobile Press Register Inc., Ch. 8 (180-186 mc), ERP 27.2 kw vis., 13.6 kw aur., ant. 293 ft. Estimated cost $206,000, first year operating cost $135,000, revenue $135,000. Applicant is licensee WABB-AM-FM there. Filed March 29.

### TRANSFER REQUESTS

**WFRO-AM-FM Fremont, Ohio**—Assignment of license from Robert F. Wolfe Co. to Wolfe Bcstg. Corp. for token price of $1, step taken to separate Robert F. Wolfe's broadcasting interests from his office supply interests, formerly owned by same company. Filed March 26.

**WMGR Decatur, Ga.**—Assignment of license from Thomas R. Hanssen, John A. Dowdy and Charles W. Dowdy d/b as Decatur Bcstg. Co. to Thomas R. Hanssen, John A. Dowdy, Charles W. Dowdy and Mrs. Winnie S. Vaughn d/b as Decatur Bcstg. Co. Mrs. Vaughn, owner of Vaughn's Grocery, Milan, Ga. pays $4,000 to company for her 25% interest. Filed March 26.

**WQUA Moline, Ill.**—Assignment of license from Moline Bcstg. Corp. to Quad-City Bcstg. Corp., having identical stockholders. No money is involved in transfer. But physical properties are to remain under ownership of Moline Bcstg. Corp., to whom Quad-City Bcstg. Corp. will pay an annual rental of $6,500. Filed March 26.

**WNAW North Adams, Mass.**—Assignment of license from Neal W. Welch to Courtlandt Nicoll for $15,000. Mr. Nicoll is secretary, director and legal counsel for Vendex Corp., New York, distributors of Snow Crop Orange Juice; also director, assistant secretary and counsel for Greene County Printing Corp., Coxsackie, N. Y., newspaper publishers. Filed March 26.

**WAZL-AM-FM Hazleton, Pa.**—Assignment of license from Victor C. Diehm, E. H. Witney, Hilda M. Deisroth and George M. Chisnell d/b as Hazleton Bcstg. Co. to Hazleton Bcstg. Co. Inc. Assignee is owned by same partners, each holding 25% interest. No money involved. Transfer is undertaken to give owners benefit of corporate ownership. Filed March 26.

**KODY North Platte, Neb.**—Voluntary transfer of percentage of partnership interest from George B. Dent Jr. and Townsend E. Dent to John Alexander in order to equalize partnership interest at 33⅓% each. Transferors formerly held 41.1% each while Mr. Alexander held 16.6%. Mr. Alexander is to pay each of his co-partners $5,100 for his increased share of partnership.

**WIRB Enterprise, Ala.**—Assignment of license from Franklin H. James, Robert E. James, and Ralph M. Stanford d/b as The Wireglass Bcstg. Co. to new partnership of Robert E. James and Ralph M. Stanford d/b as The Wireglass Bcstg. Co. Franklin H. James relinquishes his share of partnership in consideration for which he is released of $2400 obligation for original capital. Filed March 28.

**KCRV Caruthersville, Mo.**—Transfer of control Pemiscot Bcstrs. Inc., licensee, from William R. Smith and Emmett F. Smith to J. E. Taylor, Harry Levin and Robert L. Harrison for $35,000. Mr. Taylor and Mr. Levin are present stockholders and will each own 45% under new arrangement. Mr. Harrison is present manager of station and will own 10%. Filed March 29.

**WJRD Tuscaloosa, Ala.**—Assignment of license from Wilhelmina Q. Doss, Administrator of estate of James R. Ross Jr., deceased to Wilhelmina Q. Doss. Mrs. Doss is sole owner of entire estate left by Mr. Doss under final settlement. Filed March 29.

## Deletions . . .

**TOTAL** withdrawals to date since Jan. 1: AM 8 FM 30 TV 0. New deletions, effective dates and reasons follow:

**WDAK-FM Columbus, Ga.** — Radio Columbus Inc., construction permit, March 22. Reason unavailable.

**WIST (FM) Charlotte, N. C.**—The Bcstg. Co. of the South, license, March 21. Economic.

**KKLA (FM) Hollywood, Calif.**—Echo Park Evangelistic Assn., license, March 21. Economic.

**kglo**

1300 KC, 5,000 Watts CBS
MASON CITY, IOWA

15th year of SERVICE to 69,740 rural-urban homes, with farm income $535,703,000; total retail sales $493,004,000. A Lee Station — represented by Weed & Company.

**weather station**

WIND SPEED, DIRECTION, TEMPERATURE

The ACI Windometer is in use by airlines, govt., yachtsmen, flyers, industry — self contained—complete precision units—continuous reading—Send for free booklet — write Dept. K-4 $89.50

"Aviation's Leading Supply House!"
AIRCRAFT COMPONENTS, INC. Benton Harbor, Mich.

**KSWM**
JOPLIN, MO.

REACHES 446,600 PERSONS WHO SPEND .. $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!

The small map above shows airline miles to nearest metropolitan centers, assuring unduplicated CBS service to the KSWM audience.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

**KSWM**
CBS in
JOPLIN, MO.

Nationally Represented by
William G. Rambeau Co.

Austin A. Harrison, Pres.

# TUBE OUTPUT

## Adequate Nickel Supply Planned by NPA

DISCUSSION of measures for maintaining the production flow of receiving tubes, pending evaluation of military requirements, and key appointments at government level highlighted electronic developments last week.

Officials of the National Production Authority, meeting with an industry advisory committee last Tuesday, revealed that the government plans to reserve an adequate nickel supply during the April-June period "because of the industry's importance to the defense effort."

At the same time these appointments were either announced or officially confirmed:

(1) Louis H. Niemann, Sylvania Electric Products Inc., named chief of the tube section, NPA's Electronics Products Div.

(2) Luther W. Hill, Carolina Telephone & Telegraph Co., appointed director of communications equipment, NPA

It also was learned that Lewis Allen Weiss, director of NPA's Office of Civilian Requirements and former Don Lee-MBS executive, would assume the title of assistant administrator to the National Production Authority administrator, while retaining present duties within OCR. Mr. Weiss, who was named director last month [BROADCASTING • TELECASTING, March 12], will exercise greater responsibility in the field of civilian needs, conferring with other agency heads as a full-fledged representative of NPA.

Mr. Niemann is on leave of absence from his post as manager of sales engineering for the sales department of the radio tube and television picture tube division at Sylvania. In accepting the NPA post Mr. Niemann heads a section similar to one in which he served during world War II. His duties were outlined in the March 12 BROADCASTING • TELECASTING.

### Other Changes

In other personnel alignments, it was revealed that Walter W. Watts, special assistant to Gen. William Harrison, Defense Production Administrator, would serve as temporary acting chairman of the newly-created government Electronics Production Board. The group has been set up to supervise both military and civilian requirements and speed up production contracts [BROADCASTING • TELECASTING, March 26]. Mr. Watts also heads DPA's Production Executive Committee.

Other board members, set last week, are: Harry Ehle, International Resistance Co., now consultant to the Army; Don Mitchell, Sylvania Electric Products Co., Air Force consultant; John Small, Munitions Board chairman; John Daley, director of NPA's Electronics Products Div.; Vice Admiral A. C. Noble, U. S. Navy, and Mr. Watts, along with an unnamed official of the Atomic Energy Commission.

With respect to receiving tubes, NPA authorities explained that an adequate nickel supply, designed as an interim measure, would enable the industry to (1) avert loss of skilled manpower and production and (2) prevent waste of material and deterioration of vital plant facilities.

The agency stressed that a portion of new production may have to be sacrificed to maintain the parts replacement program set forth under the government's MRO (maintenance, repair and operating) program. Industry representatives, in turn, reported progress in conservation efforts and noted the industry had produced 383 million receiving tubes last year, reaching a high level this past January with output of nearly 40 million.

Attending the session were representatives of General Electric Co., Philco Corp., RCA Mfg. Co. (Tube Div.), Raytheon Mfg. Co., Sylvania Electric Products Co. and other firms.

## Retail Radio Success

*(Continued from page 28)*

is what retailers are planning now. This is in direct contrast to first of the year advertising predictions. This does not necesarily mean that the advertising percentage will increase. Retailers are anticipating gains in total sales volume over last year. Current estimates indicate approximately a 10% increase. If retailers continue their identical advertising percentages, we will see approximately 10% increase in retail advertising dollars."

Another measure, Mr. Abrahams continued, is to "promote at the time people want to buy." A third measure is to "get more for the advertising dollar by using the right advertising attack." Proven methods are in use to create more sales and get more results "through the process of revealing greater information to the customers," he said.

"At NRDGA, we put much effort into the study of radio for retailers," Mr. Abrahams went on, because "we had continuous demands from stores for information about radio, how to use it, when to use it, how to evaluate it and other points.

"Why do stores use radio? Why is the use of radio increasing? Here are the reasons," he continued:

**1. Radio has a personal appeal—you . . . hear and feel the presence of an announcer and his entire program cast. . . . It creates a personal tie between the advertiser and the customer.**

**2. Radio has widespread circulation—it helps to increase a store's trading area . . . included . . . (is) . . . a listening audience diversified in income, age and social position.**

**3. Radio reaches customers in their homes—these customers need not exert any effort or spend any money to hear the advertising messages.**

**4. Radio has various types of programs to reach specific audiences—. . . Makes it possible to use the "beamed program technique" and talk to particular groups with express interest in selected merchandise.**

**5. Radio is flexible and can be shifted quickly to meet specific and timely situations.**

**6. Radio can create quick acceptance of a definite department or service.**

**7. Radio helps to develop store character.**

**8. Radio creates word-of-mouth publicity—. . . It is part of parlor conversation to gag about commercials or tunes on the radio.**

**9. Radio stimulates employes— . . . Gets an added boost from store people who are often enthused by their store's radio activities.**

**10. Radio strengthens a store's position with its resources—Manufacturers are often impressed with a store's radio activities.**

**11. Radio increases the acceptance of other media—Helps to confirm advertising messages in other media and magnify their importance.**

**12. Radio builds store traffic and increases sales.**

### Case Histories Cited

Citing a half dozen case histories to illustrate his points, Mr. Abrahams said: "It would be possible to go on and on with case histories of successful retail radio results. Our files are full of them. Properly used to sell merchandise by showing benefits which customers can get from the merchandise, radio can be a highly productive advertising medium. Used properly, it can do a great deal to shrink the high cost of advertising."

**MONTGOMERY WARD farm store, Denver, March 17 began sponsorship of the Saturday afternoon program, *Garden Tips*, over KLZ Denver. Planning the programs are (l to r) J. C. Woodcock, advertising manager, Montgomery Ward's Denver retail store; Lowell Watts, KLZ farm director, and Jack Tipton, KLZ account executive.**

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

*Address inquiries to Placement Director*
RCA INSTITUTES, INC.
*A Service of Radio Corporation of America*
350 W. 4th St., New York 14, N. Y.

## January Billings

*(Continued from page 25)*

ing the year's first month with $763,569 in gross billings, while Lever Bros. ranked third by investing $742,742 in network advertising. Fourth and fifth were General Foods and Sterling Drug with gross time purchases of $734,845 and $659,300, respectively.

Largest of the product group advertisers in January were the food producers, whose gross billings totalled $4,134,288, a slight increase over the January 1950 $4,100,124 total. General Foods' expenditure of $709,493 topped the individual advertisers within this group.

The Toiletries & Toilet Goods manufacturers ranked second through their $2,372,164 investment, $480,427 of which was purchased by Gillette Safety Razor Corp., which led this group.

The Drugs & Remedies class, led by Sterling Drug Co., expended $2,297,641 to place third among the product groups, while fourth and fifth place fell to the Smoking Materials manufacturers and the Soaps, Cleansers & Polishes category.

The overall total of $16,666,712 in network gross billings during January 1951 evidenced an approximate 2.4% drop from last year's $17,085,040.

TABLE III

COMPARATIVE GROSS NETWORK TIME SALES BY PRODUCT GROUPS FOR JAN. 1951, AND JAN. 1950

| Class | Jan. 1951 | Jan. 1950 |
|---|---|---|
| Agriculture & Farming | $ 58,761 | $ 13,708 |
| Apparel, Footwear & Acces. | 130,124 | 109,440 |
| Automotive, Automotive Acces. & Equip. | 507,689 | 719,524 |
| Aviation, Aviation Acces. & Equip. | ..... | ..... |
| Beer, Wine & Liquor | 342,782 | 232,894 |
| Bldg. Materials, Equip. & Fixtures | 112,528 | 103,516 |
| Confectionary & Soft Drinks | 546,894 | 630,928 |
| Consumer Services | 245,637 | 177,050 |
| Drugs & Remedies | 2,297,641 | 2,188,000 |
| Entertainments & Amusements | ..... | ..... |
| Food & Food Products | 4,134,288 | 4,100,124 |
| Gasoline, Lubricants & Other Fuels | 574,299 | 452,419 |
| Horticulture | ..... | ..... |
| Household Equip. & Supplies | 199,362 | 273,687 |
| Household Furnishings | 68,334 | 38,494 |
| Industrial Materials | 188,325 | 215,738 |
| Insurance | 243,242 | 283,262 |
| Jewelry, Optical Goods & Cameras | 100,792 | 179,127 |
| Office Equip., Writing Supplies & Equipment | 70,728 | 150,567 |
| Publishing & Media | 78,356 | 176,486 |
| Radios, TV Sets, Phonographs, Musical Instruments & Acces. | 164,335 | 86,008 |
| Retail Stores & Shops | 1,056 | 1,728 |
| Smoking Materials | 1,843,965 | 2,164,399 |
| Soaps, Cleansers & Polishes | 1,812,689 | 1,663,850 |
| Sporting Goods & Toys | ..... | ..... |
| Toiletries & Toilet Goods | 2,372,164 | 2,439,196 |
| Transportation, Travel & Resorts | 128,150 | 84,585 |
| Miscellaneous | 444,571 | 508,566 |
| | $16,666,712 | $17,085,040 |

## NBC NAMES FROST

### Hollywood Operations Dir.

LEWIS S. FROST, assistant to the vice president in charge, NBC Western Div., has been appointed director of operations for the network, Hollywood. The announcement was made Wednesday by John K. West, vice president in charge of the network's Western Div.

Mr. Frost

Mr. Frost first joined the network in 1930 as manager of the program traffic department, San Francisco. Two years later he was named program manager, and in 1946 was appointed to his formerly held post as assistant to the vice president.

## ABA ELECTIONS

### Brooks Named President

W. EMMETT BROOKS, manager, WEBJ Brewton, Ala., was elected president of the Alabama Broadcasters Assn. at its annual spring meeting in Birmingham March 22-23. Mr. Brooks, a lawyer and newspaper publisher, succeeds Bert Bank of WTBC Tuscaloosa, Ala.

Chosen to serve with Mr. Brooks were: Tom Martin, WAPX Montgomery, vice president; Malcolm Street, WHMA Anniston, secretary-treasurer. Mr. Martin replaces Mr. Brooks as vice president; Mr. Street fills the office formerly held by Graydon Ausmus, U. of Alabama.

Two members were re-elected to the board of directors. They were Lionel Baxter, WAPI Birmingham, District 2, and Marion Hyatt, WJHO Opelika, District 3. Hugh Smith, WCOV Montgomery, was elected to replace Mr. Martin on the board of directors for District 4.

More than 50 broadcasters from Alabama and several guest speakers from New York, Ohio, Georgia and other points were in Birmingham for the meeting at the Tutwiler Hotel.

Highlighting the Thursday (March 22) session was a speech by Carl Haverlin, president, BMI. Mr. Haverlin chided those who would believe television is to "kill AM radio." But to the contrary, it merely created a better appreciation of music and was a stimulant to both records and recitals, Mr. Haverlin reminded.

Television, in his view, "will be a boon to radio. Each is an individual art form. Each has its place."

The March 23 session was devoted largely to programming:

A clinic on programs by Glenn Dolberg, director of station relations, BMI, with Dorsey Owings, field representative of BMI, as chairman; "Research for Better Programs," by Dr. Kenneth Harwood, program department of the U. of Alabama; "Your Product is Programs," by Herbert Rice, national production manager, MBS, New York; "Programming From 3 to 5, Small Stations," by Robert Rounsaville, owner-operator WQXI Atlanta, WBAC Cleveland and WBEL Elizabethton, Tenn.; "Disc Jockeying and Farm Audiences," by Joe Rumore, WVOK Birmingham, and a discussion on radio public relations by George Gingell, program director, WRBL Columbus.

Other speakers were Dave Baylor, general manager, WJMO Cleveland, Ohio; Bill McCain, program director, WBRC Birmingham; Aubrey Williams, radio director for a New Orleans advertising agency and formerly producer of radio shows *Vox Pop* and *We, the People*, and Leo Martin, head of the department of radio, U. of Alabama.

## GA. INSTITUTE

### Downs, Bridges To Speak

BILL DOWNS, CBS Korean correspondent, and Jones Bridges, news editor, WSB-TV Atlanta, have been added to the list of speakers for the sixth annual Georgia Radio and Television Institute at the U. of Georgia, Athens, April 5-7 [BROADCASTING • TELECASTING, March 26].

Others scheduled to speak include Edgar Kobak, BAB board chairman, and Maurice B. Mitchell, vice president and general manager, Associated Program Service.

In addition to lectures the Institute, sponsored by the Henry Grady School of Journalism and the Georgia Assn. of Broadcasters, will feature panel discussions on special problems of radio. Panel on women in broadcasting will be led by Helen Farmer, WMAZ Macon, Ga., and Mary Anne Martin, WRFC Athens.

Another session will feature John Derr, CBS associate director of sports, who conducts the *CBS Sports Roundup*. Mr. Derr will discuss "The Importance of Sports in Radio and Television Programming," assisted by a panel of sports experts including Jim Woods, WAGA Atlanta; George Theeringer, WRBL Columbus, Ga.; Thad Horton, WSB-TV, and Jack Kelly, WGST Atlanta.

## Flamingo Promotion Set

LEIGH FOODS INC. will spend $200,000 promoting its Flamingo frozen orange juice over WCBS-AM-TV New York during the next year, it was announced Friday. By far the largest sum ever spent by a food producer promoting a single product over a New York station, according to WCBS sales officials, it will be used for 16 one-minute cartoon announcements over WCBS-TV each week for 52 weeks, starting yesterday (Sunday), with replacement every two months by 16 new cartoons; and a comprehensive schedule of radio spot announcements, featuring the Flamingo Calypso jingle, scheduled to start a month hence.

IN NEW ORLEANS'
GREAT NEGRO MARKET
WMRY
WMRY GETS
RESULTS
A large New Orleans Drug Chain increased prescription business 400% in a one month test with WMRY. Like many other accounts, it is now using a liberal schedule with good results.

**Programmed for Negroes by Negroes, WMRY is effectively directing the buying habits of this vast, faithful audience.**

600KC - "THE SEPIA STATION"

**WMRY**

NEW ORLEANS, LA.

JOHN E. PEARSON CO.

Nat'l. Representative

THE ONE DIRECT APPROACH TO NEW ORLEANS' LARGEST MAJOR MARKET

*When It's* **BMI** *It's Yours*

*Another BMI "Pin Up" Hit—Published by Spitzer*

**MORE THAN I CARE TO REMEMBER**

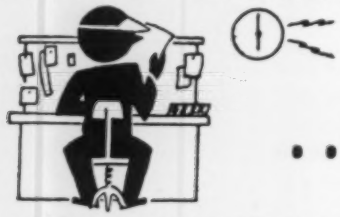
*On Records:* Gordon Jenkins—Dec. 27349; Ray Anthony—Cap. 1367; Bill Farrell—MGM 10900; Ames Brothers—Coral 60363.

*On Transcriptions:* Ray Anthony—Langworth; Bob Crosby—Standard; Larry Fotine—World.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD



# ...at deadline

## BBDO REPORTS AVERAGE TIME SPENT WATCHING TV

AVERAGE home viewer spends 3 hours and 24 minutes per day watching TV, BBDO said last week in report on nationwide survey conducted last November by agency to determine impact of television on leisure time.

Findings included: Movie attendance appears hardest hit by TV, with 18% of persons in non-TV homes going to movies on typical day against 12% for TV families, a one-third decrease. Radio is listened to by 67% of persons in TV homes, compared to 87% in non-TV homes, but people with video sets listen to radio on average of 2 hours and 10 minutes a day. Newspaper reading declines slightly in TV homes for daily papers, with Sunday paper reading about same as for non-video families. Magazine reading drops from 69% in non-TV homes to 60% in homes with video, but average reader in TV homes on typical day devotes 59 minutes to weekly magazine reading.

## WESTINGHOUSE PETITION

"LONG RECORD of Westinghouse in the radio broadcasting field is conclusive proof of its ability and desire to broadcast in the public interest," Westinghouse Radio Stations Inc. told FCC Friday in petition asking Commission to finalize proposed grant of WRS' long-pending bid to increase power of WOWO Fort Wayne, Ind. to 50 kw, directional night. Petition was first filed after decision of Commission to drop its proposed "uniform policy" plan and consider applicants on case-by-case basis where anti-trust or other federal law violations are involved (see early story page 25). WOWO, now 10 kw on 1190 kc, first sought 50 kw in 1937.

## WISCONSIN LOTTERY POLL

INFORMAL poll of Wisconsin legislators taken by state broadcasters shows majority favoring re-interpretation of consideration clause in state's lottery laws relating to giveaways. (See story this issue.) Proposed amendment, providing that hearing or watching radio or TV broadcast with prizes does not constitute consideration, could set national precedent for revised state legislation. Excise and Tax Committee reportedly will send favorable report back to assembly for vote.

## BANKRUPTCY PETITION FILED

DORRANCE-WADDELL, New York adv. agency, announced it filed voluntary petition in bankruptcy Friday. Move, decided upon by board of directors Wednesday, "was made to protect creditors from sustaining any further losses . . . All clients and present creditors are being notified," statement said.

## FEDDERSON NAMED TO BAC

ADDITION of Donley Fedderson, president of Northwestern U., to Broadcast Advisory Council, representing University Assn. for Professional Radio Education, announced Friday by NAB President Justin Miller, BAC chairman. He was fifth accepting membership this week (see early story page 68).

## COY SCORES McFARLAND BILL AT INDIANA LAW BANQUET

FCC Chairman Wayne Coy last Saturday was to unleash blast at provision of McFarland Bill (S 658) which prohibits Commissioners from consulting with Office of Formal Hearing Assistants and other staff members on adjudicatory matters. In speech, prepared for Indiana Law Journal banquet, Indiana U. School of Law, Bloomington, last Saturday night, Chairman brought up matter while outlining relationships between FCC and lawful procedures and said:

**To cut the Commissioners off from all its expert staff by denying them the right to consult with the staff could result only in uninformed judgments based on insufficient knowledge of the complex factors which should determine any of the decisions in this field.**

Mr. Coy to testify when hearings on S 658 open Tuesday before House Interstate & Foreign Commerce Committee (see story, page 38).

## FAIRBANKS TO NARTB BOARD

ELECTION of Richard M. Fairbanks, president of WIBC Indianapolis, Ind., to NARTB board of directors, representing District 8, announced Friday by C. E. Arney Jr., association secretary-treasurer. Mr. Fairbanks, in balloting which ended Thursday midnight, won close race in Indiana-Michigan area over Milton L. Greenebaum, owner-president, WSAM Saginaw. Both were nominated to fill unexpired term of George J. Higgins, who resigned on move from District 8 to KMBC Kansas City, Mo. Mr. Fairbanks assumes post immediately, serving until close of 1952 NARTB convention.

## WMAW REVOCATION HEARING

WMAW Milwaukee denied alleged intent to deceive FCC as to ownership and finances at oral argument Friday before full Commission on station's petition asking FCC to set aside final ruling which would deny license to cover initial construction permit [BROADCASTING • TELECASTING, March 19; Dec. 20, 1950]. WMAW charged FCC in reversing recommendation of hearing examiner to grant license failed to show "errors" of examiner's conclusions.

## CIVIL DEFENSE SPOTS

ALLOCATION of network radio-television time for civil defense spots set by Advertising Council, Charles Jackson, White House assistant, revealed Friday. Network radio and television weeks start April 9 and April 23, respectively. Use of "live" or filmed announcements on TV undetermined. Spots designed to familiarize American public with emergency alert cards and posters in their areas. Series also extended to cooperative programs.

## HARVEY CASE HELD OVER

GRAND jury now considering case of ABC Commentator Paul Harvey's unauthorized entry into atomic lab will be held over through April, U. S. Dist. Atty. Otto Kerner said Friday. Government seeking indictment of Mr. Harvey charging violation of national security.

# Closed Circuit

*(Continued from page 4)*

as many stations reclassify themselves under dues structure. Boost in receipts based on November board action requiring income bracket to be based on report submitted to FCC.

U. S. TOBACCO (snuff), through its agency, Kudner Adv., New York, looking for quarter-hour hillbilly shows in southern markets. Starting date is tentatively scheduled mid-April.

## SELLING RADIO MAJOR ISSUE BEFORE BAB MEET APRIL 17

MAJOR issues on agenda for BAB program April 17 during NARTB convention in Chicago announced Friday by BAB President William B. Ryan, who said emphasis would be on selling radio aggressively and constructively.

Issues to include: (1) AM rate reduction question, "including analysis of erroneous or misleading assumptions on which recent demands for rate cuts by the Assn. of National Advertisers and others have been made;" (2) "fair selling practices . . . to guard against loss of prestige . . .;" (3) "radio's past failure to provide advertisers with basic, fundamental market data on the medium," and its "obligation to conduct sound, believeable research . . . to prove (radio's) right to a larger share of the national and local advertising dollar."

## AD COUNCIL CAMPAIGNS RECEIVE RADIO-TV AID

PUBLIC service campaigns of Advertising Council during emergency period receiving heavy support from radio and TV but "much of the print support" has waned, according to Robert B. Mathews, assistant director of advertising, General Foods Corp.

Speaking at closing business session of Assn. of National Advertisers convention at Hot Springs, Va. (early story page 23), Mr. Mathews called for increasing advertiser support of public service advertising in printed media. Speaking as council member he said advertisers are contributing generously of radio and TV time.

## AUTRY IN 9 MARKETS

GENE AUTRY'S *Flying A Pictures*, new half-hour film series shot for TV, which stars Jack Mahoney, was sold in nine markets before it was released. CBS Radio Sales TV productions has spotted it for Langendorf Bakeries in Seattle, San Diego, San Francisco and Los Angeles; for Peterson Baking Co. in Omaha and for various sponsors in Kansas City, Milwaukee, Louisville and Pittsburgh.

## SUPPORTED, ANA HEARS

HENRY SCHACHTE, national advertising manager of Borden Co., elected ANA board member succeeding Howard Chapin, recently named General Foods director of Birdseye marketing and sales. Mr. Chapin resigned from board with assumption of new General Foods post. ANA closed convention Friday with off-record discussion of war situation by Frank Pace Jr., Secretary of Army.

## REPRESENTATIVE NAMED

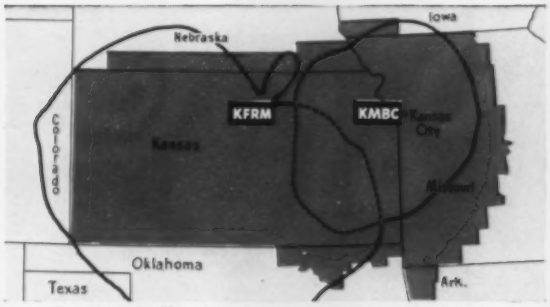
NATIONAL TIME SALES, New York, appointed eastern representative for Texas Spanish-language broadcasters group (KTXN Austin, KCOR San Antonio, KUNO Corpus Christi, and XEO Matamoras and XEIB Reynosa, Mexico).

# THE KANSAS CITY MARKET

## *Does Not Run in Circles!*

## *It's a Rectangle...*

**and Only The KMBC-KFRM Team Covers It Effectively and Economically!**

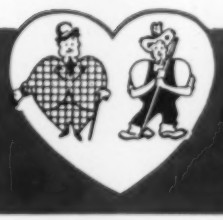



*Daytime half-millivolt contours shown in black.*

During the past year The KMBC-KFRM Team has substantially increased an already comfortable lead audience-wise in the great rectangular Kansas City Primary Trade area. Proof lies in the result of a late 1950 survey made at the Kansas and Missouri State Fairs and at the American Royal.

The KMBC-KFRM Team has built effective and economical coverage of the territory without waste circulation but more important, *the building continues!*

Contact KMBC-KFRM, or any Free & Peters "Colonel" for full details on why The KMBC-KFRM Team is your *best buy* in the Heart of America.



## *The* KMBC-KFRM *Team*

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC